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The Furnishing World

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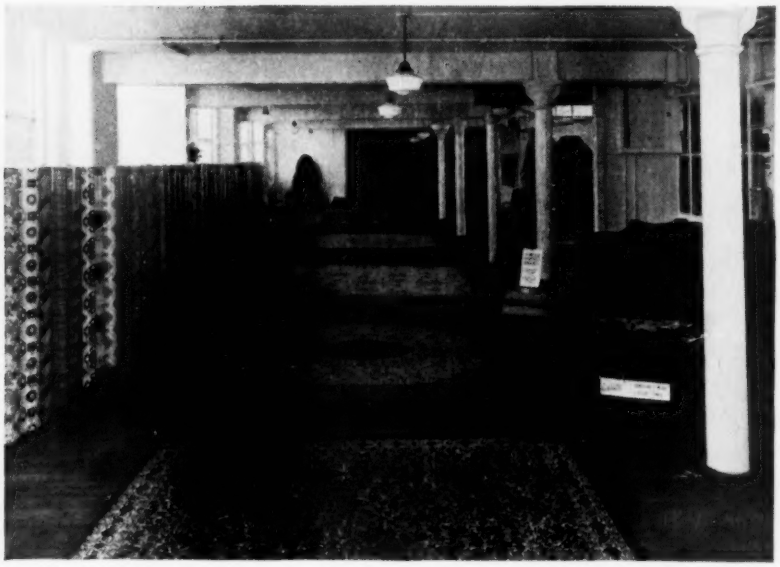

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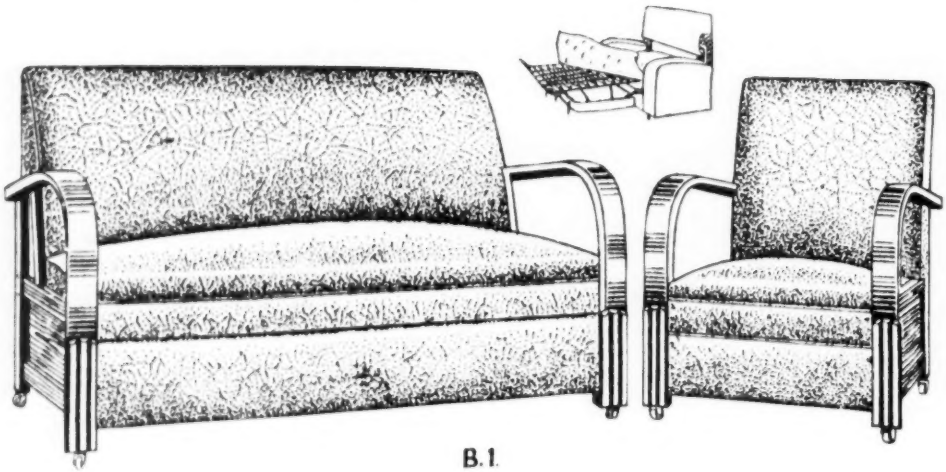

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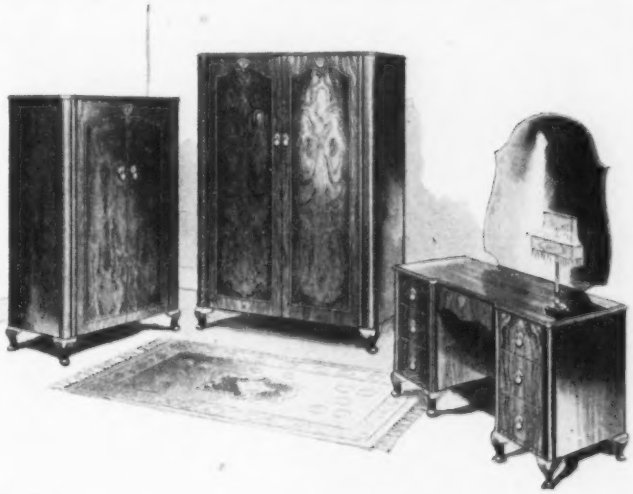

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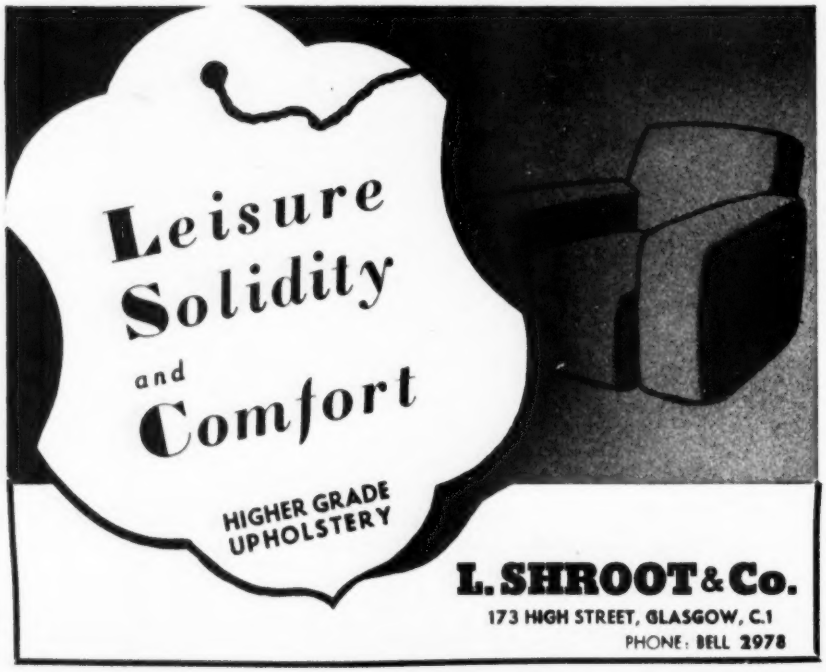

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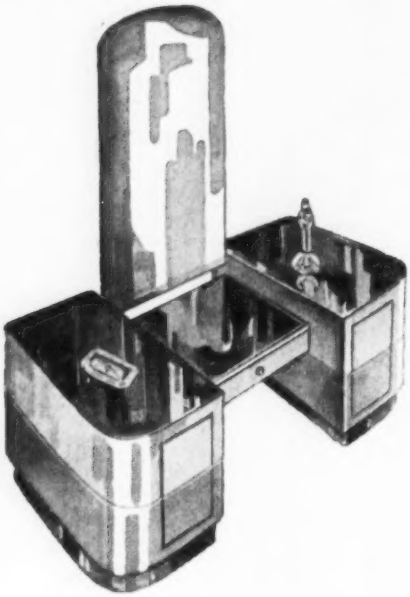

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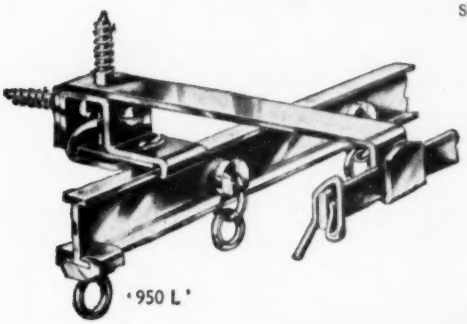

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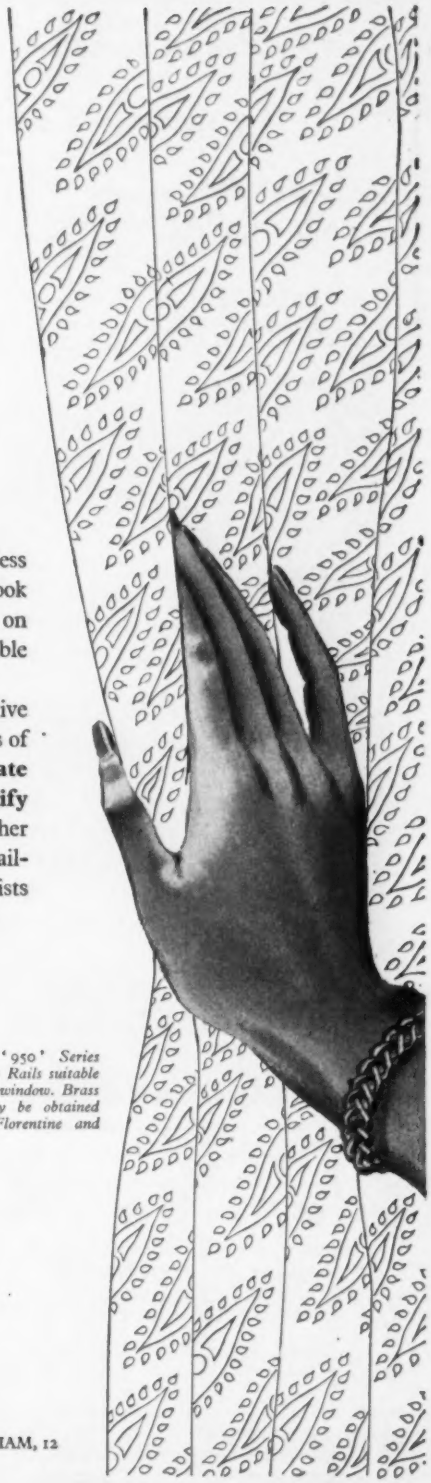

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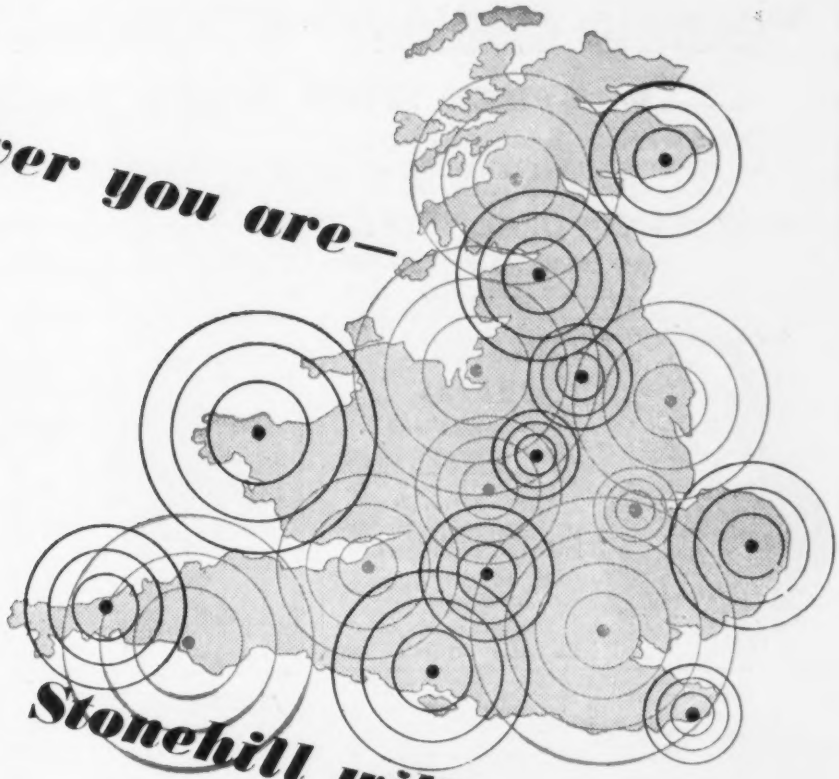

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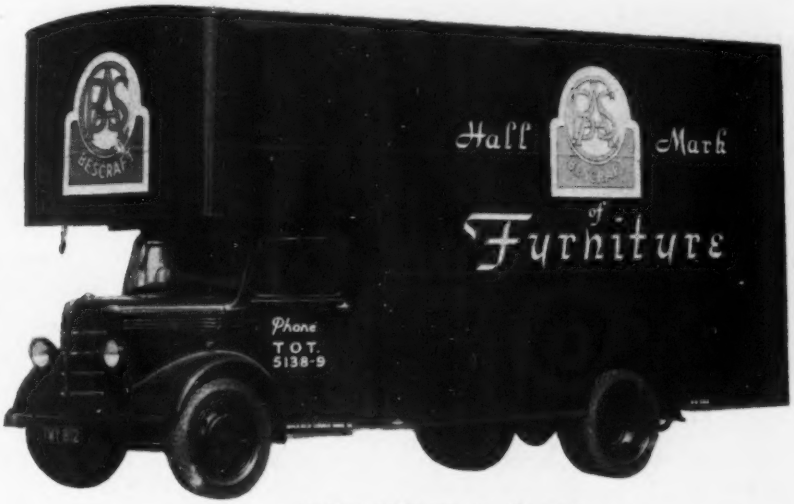

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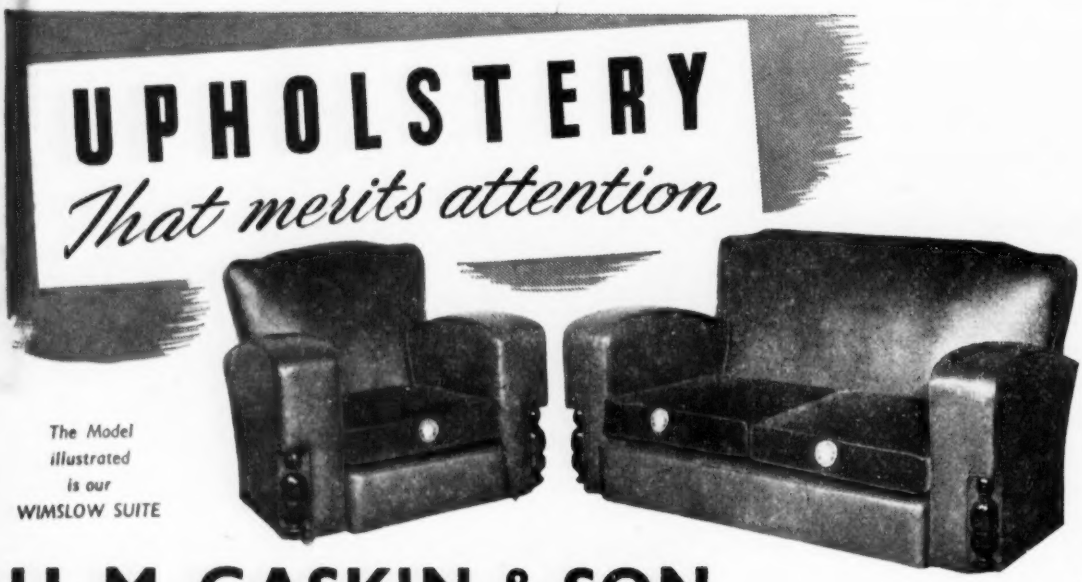

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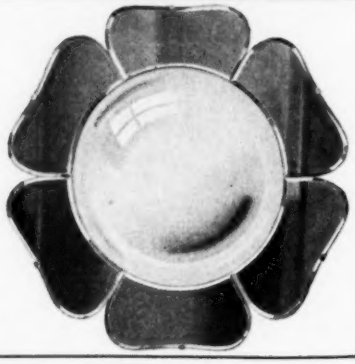

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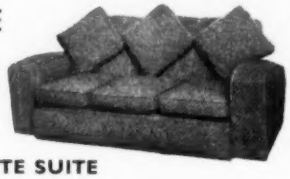

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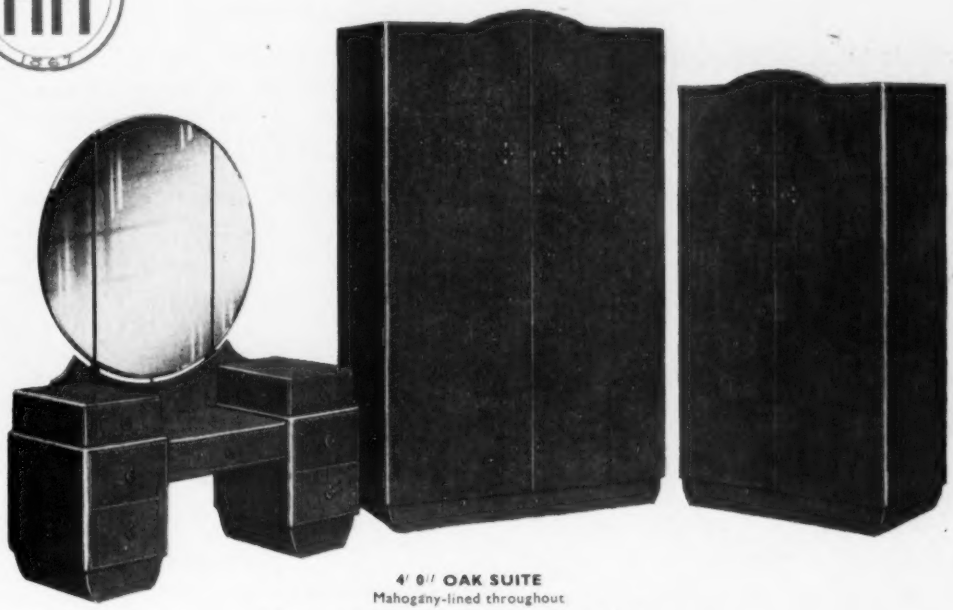

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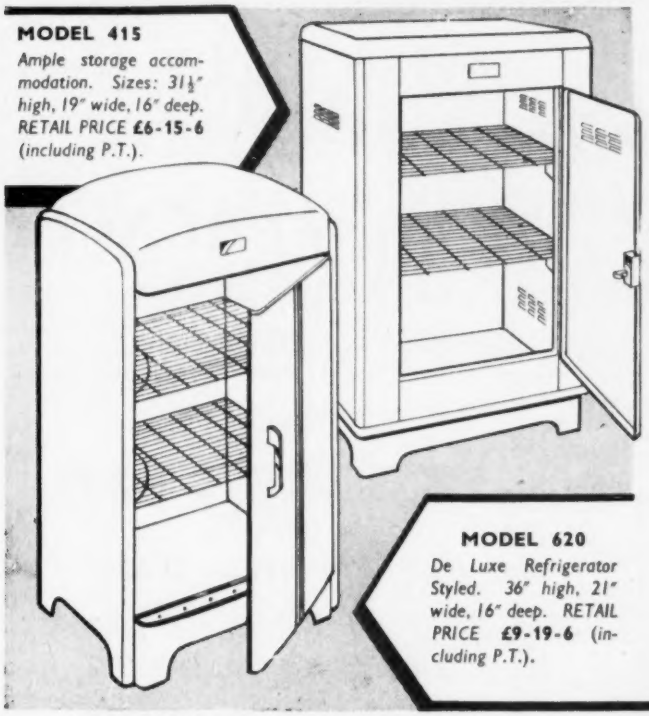

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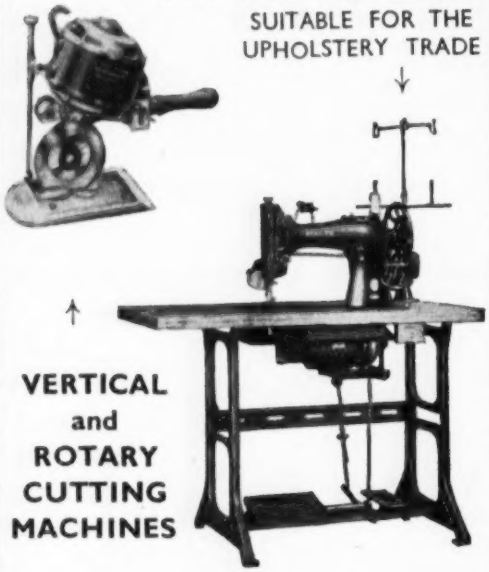

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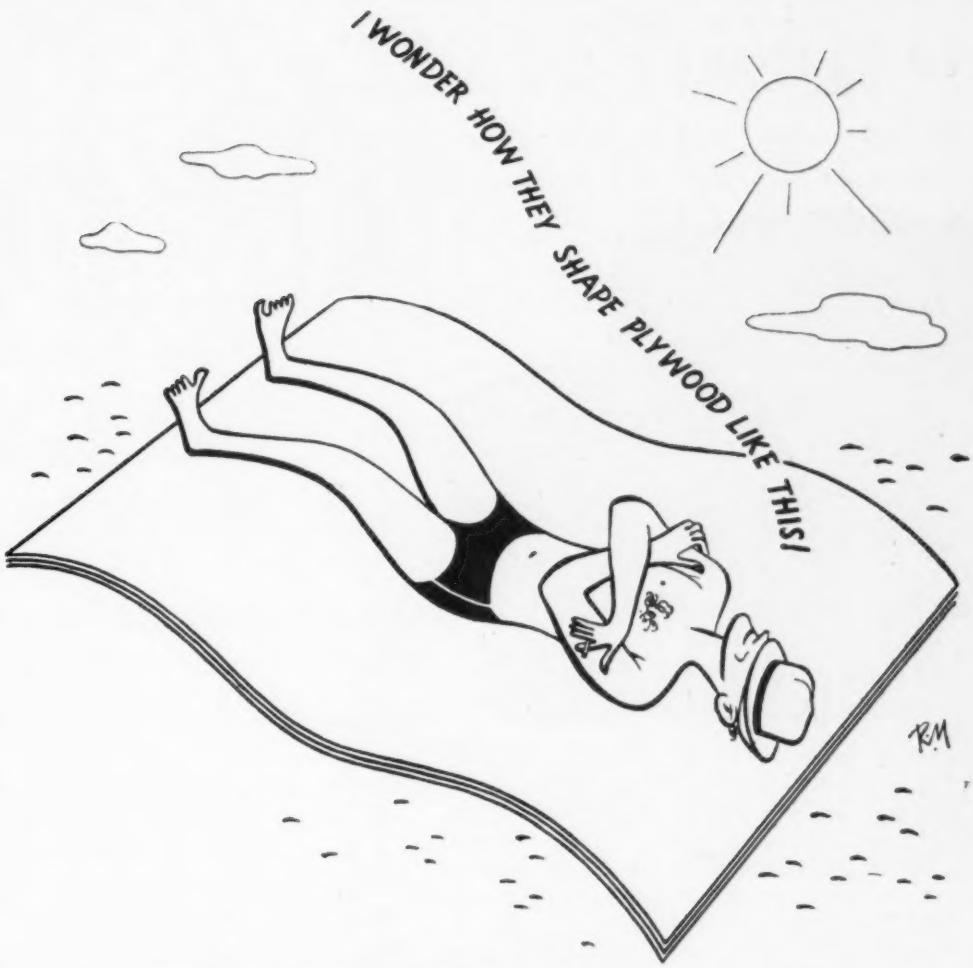

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Vol. XXXIII No. 492
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June 30, 1950

B.o.T. SHOULD INTRODUCE WIDER RANGE OF UTILITY FURNITURE

Makers Must Study Competitors' Methods

SUGGESTIONS for meeting the challenge of the changed economic situation and the problems of trade "recession" and increasingly keen competition, both within the furniture industry and from outside, were put forward by speakers at the annual dinner of High Wycombe and District Furniture Manufacturers' Society at High Wycombe on Friday.

IN an outspoken reply to critics of furniture design, Mr. R. W. Tucker, president of the Wycombe Society, who presided at the dinner, expressed the conviction that probable demand in future would be more for plain, simple design and fundamentally useful furniture and added a plea that the Board of Trade should help factories now working "short time" by introducing a wider range of Utility furniture.

And commenting: "Things are getting tough," Mr. R. C. Sunley, vice-chairman of the B.F.M., urged manufacturers: "Study your competitors' methods and secure the interest of the consuming public by whatever means comes into your hands."

Mr. R. C. Sunley, who gave the toast of the furniture industry and the Wycombe Society, said Wycombe manufacturers rightly took a pride in the history of the craft and they had, too, a firm confidence in the future. It was right, he suggested, that the furniture trade should take its place alongside the industries which carried a prestige in the eyes of the people. Pride in the Biblical sense was supposed to be wicked but pride in their trade was something well worth having.

The machine and the creation of the factory system had probably done more for the furniture industry than any other. It had removed the bulk of the manufacture of goods from the people's kitchens and backyards and, by putting them in a separate place, the factories had made the people's homes places to live in rather than to work in, so opening up a wider market for the products which the mechanisation of the industry could provide.

AT THE WYCOMBE DINNER: Anthony Heal chats with president R. W. Tucker.

Productive capacity of the furniture industry had grown through the years with increasing population. The war had called a halt to the expansion in the furniture industry. In recent years they had regained their full capacity but the provision of houses had not kept up with them and now they had reached the point where they could expand no more.

Lagging building had put up an artificial barrier against the free sale of their products and the penal rate of purchase tax on their finest products was another example of how Government interference with

(continued over page)

RETURN OF A VITAL TRADE SERVICE

THIS week *Furnishing World* revives its famous pre-war service of feature stories on retail selling. *World* reporters have received instructions to comb the country for new and proved ideas for increasing sales, and nearly 100 of them are now on the watch. It is suggested that our readers should cut out these articles as they appear and file them for future reference. In this way they will acquire a complete compendium of proved selling plans for retail furnishers. The first two articles in this vital series are on pages 48 and 49.

New Industries Compete With Furniture Makers

FROM SCOTLAND came Mr. William Kyle (left) who is here seen with vice-president G. S. Keen and Mr. John Keen.

(from previous page)

the free flow of goods could hold up the whole of their production and bring them to the state in which the country and their own industry was suffering at the moment.

"If you want a sign that things are not going well," said Mr. Sunley, "one of the indications of a period of recession is when furniture manufacturers find they can no longer make an adequate living in their own trade and start to work up a business of money-lending.

"They usually select, as clients, their own customers. The transactions are usually covered by such words as 'terms' or 'discounts' or 'credit' but, stripped of all the fancy work, there is the hard fact that customers are short of money and want to borrow some of yours. There are many professional people who make a full-time occupation of this sort of thing. They would doubtless be willing to accommodate your customer. Why therefore does he come to you?

"He comes to you because the amateur money-lenders of the furniture trade are willing to lend free of interest and ask no greater security than the hopeful expectation of future orders to be paid for with their own money! There is no reason whatever why you should not lend money if you want to—but I suggest you make it quite separate from your manufacturing business. If you do that you will get it in its proper perspective and you may think it more worth your while to do less business and to invest your surplus cash in something more gilt-edged which might show a margin of profit."

Commenting "Competition is getting tough," Mr. Sunley went on: "It is not only competition between furniture manufacturer and furniture manufacturer. New industries have come into the field. They have increased their capacity to produce in the same way as the furniture industry. And they want to sell their products to the same people as you. We are coming into competition with the makers of washing machines and radios, refrigerators and television, cars, holiday camps and seaside hotels. If our customers prefer to buy these competitors' products they are going to have precious little left to buy ours.

"It is always a good thing to study competitors' methods. Here, I think, is a great weakness in the furniture industry. We are far too self-contained and self-satisfied."

Mr. Sunley suggested that they should realise that other industries had a lot in common with them. The actual fabrication of raw materials into furniture was only a small part of their activity. In everything else all the other industries of the country were on common ground. On the selling side—salesmanship, well thought-out design, advertising, marketing methods; in the office—costing, accountancy and correspondence, on the factory floor—efficient use of power, storekeeping, materials handling, lay-out and, most important of all, the relationship between themselves and the people working with them—in all these things competitors outside their own trade and outside the country had something to teach them and something, in turn, to learn.

Learn from Competitors

The speaker urged: "Get away from the feeling that you learned all there was to know twenty years ago. Look around you and learn from your competitors both home and abroad. And secure the interest of the consuming public by whatever means that comes into your hands. The admission of the public to our exhibition next year is an opportunity which you would do well to grasp with both hands. Make people conscious of the need which we are in a position to supply. It is only by doing these things that we shall raise our industry to the state of health and efficiency which will secure for us our rightful place in the years of prosperity which I, for one, am sure lie ahead."

Mr. R. W. Tucker, replying to the toast, thanked members of the council of the Wycombe Society for

(continued page 36)

Some Utility Quilt Prices Up

THE Board of Trade have made the following Orders:—The Utility Quilts (Manufacture and Supply) Order, 1950; and the Utility Quilts (Maximum Prices) (No. 2) Order, 1950.

The first Order, which replaces the Utility Quilts (Manufacture and Supply) Order, 1948 (as amended), provides that all fillings used in utility quilts must conform to B.S.I. standards and prohibits the use of second-hand fillings. Minimum buying prices for fillings have been dropped, with the exception of that for mixtures of feathers and downs. This Order no longer fixes manufacturers' maximum prices for quilts, which are now transferred to the second Order.

The second Order, which replaces the Utility Quilts (Maximum Prices) Order, 1950, now fixes manufacturers' maximum prices, as well as wholesalers' and retailers' overriding prices, for utility quilts. For three descriptions of quilts—down, heavy kapok and light kapok—the former prices are increased. The increases vary from 4 to 6 per cent for down quilts, from 3½ to 4½ per cent for heavy quilts and from 2 to 4 per cent for light quilts. The prices for wadded quilts are unchanged.

The Order now provides for retailers' maximum prices to be rounded upwards to the nearest 1d.

Both Orders are published to-day (Friday) and will come into operation on July 3.

Fire at Warings: 3 Men Charged

ACCUSED of maliciously setting fire to the shop of Waring & Gillow, Ltd., Bold Street, Liverpool, three young men appeared at Liverpool City Magistrates' Court last week. They were also charged with breaking and entering the shop and stealing property and cash valued at £5. It was stated that the damage caused by the fire was estimated at £50,000.

Prosecution said the premises were secured at 1.10 p.m. on June 3. At 7.10 p.m. on Sunday, June 4, the fire brigade was called to the premises, which were on fire. It was then discovered that the premises had been forcibly entered, all the offices from the fourth floor to the basement had been ransacked, and several attempts had been made to open safes in the building. Papers had been strewn about the floor, set on fire, and, apparently, this was the cause of the fire. The fire spread through the polishing shop, furniture storerooms and a canteen on the third and fourth floors.

The men were remanded in custody for seven days.

More Space for Furniture

PLANS to devote more space to furniture and floor coverings at their 21-23, Watford Way, Hendon, N.W.4, premises have been prepared by John Frederick, Ltd.

Sussex Furnishers Plan for Two-Storey Extension

EXTENSIVE plans to enlarge their showrooms and frontage have been drawn up by Hammond & Son, furnishers, Station Street, Lewes, Sussex.

The main work will provide a two-storey extension to the existing premises and will be used as an up-to-date display area for furniture and soft furnishings. The extended frontage will add appreciably to the firm's imposing line of windows.

Interviewed by a *Furnishing World* reporter, Mr. Reginald Whippy, manager and buyer, who has been with the company for 16 years, said: "When this development scheme is completed we shall have twice the present display area for the exhibition of all types of furniture. Our soft furnishing department is to be enlarged and we shall devote more attention to this section of the business."

Although this well-known family concern is advertised as having been established in 1840, *World* reporter was informed by Mr. William John Crook, one of the partners, that a furniture shop was owned by a great grandfather of the present proprietors as long ago as 1828. Business was then conducted from premises at School Hill, now known as the High Street, and a sketch of this ancient shop hangs in the office.

Mr. Reginald Whippy.

The other co-partners in this progressive organisation are Mrs. Margaret Crook and Miss M. Elizabeth Crook.

Death of Morris Myers

WE regret to announce the death of Mr. Morris Myers, proprietor of The Empire Furnishing Company, Leeds. Mr. Myers, who was 72, had spent 40 years in the retail furnishing trade.

Brighton Firm Opens New Showrooms

FOLLOWING the recent modernisation of their furnishing showrooms, Tacey's House of Value, Ltd., 85-88, North Road, Brighton, Sussex, have now acquired additional premises at nearby Kensington Gardens which will be opened shortly as a spacious showroom.

Mr. A. Myers.

Speaking to a *Furnishing World* reporter, Mr. A. Myers, manager and buyer, said: "The new additional shop and showroom, which is 20 ft. wide and 59 ft. in length, will provide us with more adequate space for the display of bedding and soft furnishings of all descriptions. We shall also carry a wider range of furniture, and develop our re-upholstery section."

Mr. Myers made it clear that there is still a strong demand for second-hand furniture in the Brighton area, and that this part of the business cannot be overlooked. "We find that useful pieces of second-hand merchandise find a ready market at the right price," he declared.

SOME HARDWOODS, PLYWOODS FREED FROM LICENCE

THE Board of Trade announce the following changes in control of plywood and hardwood:—

(1) As from July 1 all plywoods other than those manufactured in Russia or Finland (excepting large size brands) and Douglas fir manufactured in the U.S.A. or Canada are freed from consumer licensing.

(2) As from July 1 all restrictions on the acquisition and use of ash (other than American) and Honduras mahogany are removed. From the same date balsa and rock elm can no longer be acquired, disposed of, used or consumed without a licence.

Full details of these changes are contained in the Control of Timber No. 54 Order, Statutory Instrument 1950, No. 1035, which may be obtained from the Sales Offices of H.M. Stationery Office, price 1d.

Public Still Wants Pre-War Furniture Designs

But Young People Will Demand Plain Straight Lines

(*from page 34*)

their loyalty and support and paid tribute particularly to his vice-president, Mr. Jack Keen, to members of B.F.M. committees, and to Mr. Allan Janes, "their great advocate," and his assistant secretary, Mr. Norman Beale.

"A great deal of nonsense is talked about the 'evil' of money-making," said Mr. Tucker. "For my part I hope Wycombe has made a good profit, a morally good profit. I believe profit to be essential if we are to replace out-dated and out-worn machinery, which we have got to have if we are to keep up our ratio of turnover. I know things are bad—but by increasing productivity we shall decrease our costs and provide the furniture the people need at a price which they can pay. I hope Wycombe increases its ratio of productivity.

"But it can only be done if we are fully alert to the changed conditions of furniture design."

Mr. Tucker had something to say about the Scarborough address of Mr. E. C. MacKenzie, who had maintained that furniture manufacturers and retailers were "ignoring the natural simple good taste of many of their customers."

Mr. MacKenzie, he said, had got the industry "between his teeth on a very hard floor." But he felt it was the hard floor of reality. In some things Mr. MacKenzie had been wrong but in others he thought he was absolutely right.

Mr. Tucker confessed that, with other manufacturers probably, he had gone to the exhibition with stuff of the "1939 vintage." He had put in curves and sweeps and embellishment—what Mr. MacKenzie had criticised. But he thought Mr. MacKenzie had not known that in fact he, and possibly others, had gone to the show with stuff which retailers had told them would sell.

He personally had approached 40 or more retailers three or four months before the exhibition and they had said: "Show us the same stuff you were giving us in 1939. People want it and will buy it." And they had been "dead right."

People, he was told, still liked curves and sweeps—and liked them still more if they were embellished a little.

Answering one critic of Wycombe designers, Mr. Tucker said he felt that perhaps he had forgotten one thing—that the "sphere" or "ball" which had been criticised in design was a natural form. Nature militated against the straight line.

But nature, too, had another lesson for them. It had its moods; it threw up its contrasts. And in this Mr. MacKenzie had perhaps been right. The moods of people alternated too. While one generation might prefer shapely furniture, another would find satisfaction in more severe design.

Greater 'U' Range Wanted

In this he supported Mr. MacKenzie. He believed the younger generation, which would be buying furniture when the houses were built, would demand the plain, straight design and the fundamentally useful furniture. His own firm (Castle Bros. Furniture, Ltd.) was going to make it and he believed Wycombe would be making it in larger quantities if they were to keep the factories busy.

But were they assured of busy factories? He did not think so unless the Board of Trade quickly prepared a greater range of furniture which could be offered to the public within the existing restrictions. He was sure Wycombe could suggest to the Board of Trade a dozen or more articles which be introduced without hurt to anyone or the nation and possibly render relief to the factories now working on short time. The B.F.M., he felt, ought to get busy with the Board of Trade in this direction.

Mr. G. S. Keen, proposing the toast of the visitors, paid warm tribute to the work of Mr. MacAlister Bexon, president of the B.F.M., whom they were all glad had regained his normal vigour after his illness. Although he was a member and past president of the Wycombe Society, he was there as a "guest."

Mr. MacAlister Bexon, in his reply to the toast, paid tribute to Mr. Keen and acknowledged the support accorded him by members of the Wycombe Society.

During the dinner, Mr. R. W. Tucker presented to a Wycombe Technical Institute student, Michael John Butler, a Wycombe Society medal awarded to the best furniture trade student at the Institute during the year. Afterwards there was a variety concert.

CHATTING BEFORE DINNER are (left to right) Mr. M. A. Clarke, assistant secretary Norman Beale and Mr. A. Jenkins.

Co-op. Staff Want £6 Minimum

LODGED by six trade unions, an application for a £6 a week minimum wage for employees of retail Co-operative Societies was discussed last week by a joint negotiating sub-committee in Manchester, and an official of the Union of Shop, Distributive and Allied Workers afterwards stated:—

"The findings of the committee incorporate a proposed basis of settlement of the wage application and certain drafting alterations of overtime, holidays, and sickness conditions. They will be reported to an early meeting of the National Co-operative Wages Board and the Joint Trade Union Committee, with a view to a recommended settlement being placed before societies and the unions' members for ratification."

U.S.D.A.W. and three other unions have also put forward a claim for an advance in wages on behalf of 30,000 clerical and distributive workers employed by the Co-operative Wholesale Society.

Durable Upholstery Ltd.

ON Monday, in the Companies' Court, Mr. Justice Vaisey had before him a petition of the winding up of the Durable Upholstery, Ltd. Counsel stated that the petition was presented in respect of £82. There was no opposition and his lordship made an order for the compulsory winding up of the company.

Wye Valley Upholsterers and Bedding Manufacturers, Ltd.

IN the Companies' Court on Monday Mr. Justice Vaisey made an order for the compulsory winding up of the Wye Valley Upholsterers and Bedding Manufacturers, Ltd. It was stated that this was an unsecured petition by creditors of £1,250. There was no opposition and the compulsory order was made.

Nursery Furniture Added to Store

A NURSERY furniture department has now been opened at the departmental store of Walter Mendel, 59-61, The Broadway, Mill Hill, N.W.7.

Interviewed by a *Furnishing World* reporter, Mr. W. Mendel, principal, said: "This new additional furniture section is proving a great success, and we shall be carrying an extensive range of nursery merchandise in order to meet the demand."

Furnishers' Big Display at Three Counties Show

THE picture shows a part of the comprehensive display of furnishings and fashions staged by Mitchell, Cox & Williams, Ltd., of Warwick House, Malvern, at the recent Three Counties Agricultural Show held at Leominster, Herefordshire.

The display, which was staged in two marquees, was approached through a Cotswold stone garden entrance, the garden area being used to show wrought-iron gates, lanterns, railings, etc. The larger marquee, measuring 80 ft. by 40 ft., was devoted entirely to furnishing fabrics, carpets and model rooms.

Individual displays were incorporated featuring Sleepeezee bedding, Dunlopillo upholstery and Parker-Knoll chairs, whilst a large section at the rear of the marquee was devoted to contemporary and reproduction utility furniture.

A special feature of the main marquee was the furnishing fabric exhibit—brocades, damasks and Lee tapestries being given a prominent display, together with a quilted chintz kidney-shape dressing-table set produced in the firm's own workshops.

The whole display was staged and laid out by Mr. D. B. Cooke of the cabinet department and Mr. W. A. Vaughan of the soft furnishing department.

Many thousands of visitors passed through the Exhibition during the three days of the show and the firm are very satisfied with the amount of business which has resulted.

Give More Freedom in Ticking Use

A GENERAL discussion concerning coverings for divans and the manufacture of bases took place at a recent meeting in Bristol of the West of England and South Wales section of the National Bedding Federation.

It was resolved that the section's representatives on the Bedding Makers' Council should press for more freedom in the use of ticking, that specification numbers be replaced by minimum standards, and that there should be three minimum grades only of Utility mattresses.

At the annual general meeting of the section the following officers were elected:

Chairman: W. F. Milton, proposed by J. H. Sawtell, seconded by A. E. Fennard.

Vice-chairman: H. Wilson, proposed by P. H. Grimes, seconded by S. G. Bryant.

Honorary secretary: P. E. Maggs, proposed by A. K. Fennard, seconded by R. E. Batt.

Representatives on "Standards of Quality" Committee: Mr. W. F. Milton and Mr. A. K. Fennard, proposed by J. H. Sawtell, seconded by P. H. Grimes.

Representatives on Local Conciliation Board: Mr. H. Wilson, Mr. P. H. Grimes, Mr. W. F. Milton, Mr. E. G. Bryant, proposed by P. E. Maggs, seconded by R. A. R. Sharpe.

Viewpoint

THE furniture industry has been seriously affected by the steadily increasing prices of its raw materials which have reduced the profit margin to a minimum; but no section of the trade has been harder hit than the upholsterers, whose margins are now almost negligible.

But the upholsterers have had to bear two burdens. First, the prices which were originally fixed with regard to minimum specifications and which left very little room for manœuvre; second, the scarcity of English uncut moquette which has resulted in their having to supplement their supplies from other sources and at higher prices.

From the upholstery point of view the onus must be placed fairly and squarely on the Board of Trade who made English uncut moquette available to the public and who now ignore the fact that it is in very short supply.

The public expects its furniture to last a long time, and it is patently wrong that it might have to buy articles upholstered in materials which might not give adequate wear, especially when the furniture industry has firmly set its face against any lowering of quality.

The industry is whole-heartedly agreed that quality must be maintained, so it is clear that out of date selling prices *must* be adjusted to meet the increased costs of raw materials, and these prices must be adjusted soon. It is neither illegal nor immoral for a manufacturer to make a reasonable profit from his capital, his experience and his skill in making goods which are needed to furnish the homes of the country. On the contrary, it is right and just that a man who has spent his business life in making furniture that the public wants should have his reward.

The Government is averse to raising the price of the cost of living. That seems to be a policy of expediency. If some new adjustment of prices is not made very soon, the furniture industry of this country will meet the greatest crisis it has yet had to face.

A speaker at a recent meeting of the L.F.M. said that the maintenance of quality must not be over-ruled by political considerations. Quality depends upon prices. If prices are not adjusted as conditions alter then it is inevitable that either manufacturers must carry on at a very reduced margin of profit, or even a loss, or that quality must suffer. The furniture industry has declared that it will not produce sub-quality furniture and the Government is against raising the cost of living.

The conclusion is that the trade must mobilise all its power to press its case for a just and equitable solution to the problem.

Readers' Viewpoint

Are Settlement Discounts a "Just Claim"?

The Editor,
"Furnishing World."

SIR,—In this astonishing world of 1950, we find people with some astonishing ideas.

A business man recently made the following statement and referred to same as a "just" claim: "If retailers' demands for extended credits are embarrassing manufacturers, the remedy surely lies largely in their own hands." What impudence!

In other words, this surely means that traders have the money to meet their obligations when they become due, but unless manufacturers are prepared to allow them a discount, retailers deliberately intend to keep their suppliers waiting for their money for as long as it suits them to do so.

As this appears to be a matter of some importance to all furniture manufacturers, may I ask that the Editor of *Furnishing World* grant some space to those makers who are prepared to give their personal views on this subject.

Bear in mind, retailers already enjoy the biggest share of the profit in the furniture industry. Manufacturers are not bankers, with vast funds to draw upon. In fact, it is well known that many of the smaller makers are to-day finding it very difficult to carry on—because of the very slow payment by retailers of their accounts when they become due.

I cannot, for the life of me, see why shopkeepers should expect manufacturers to finance their own business and ALSO retail establishments belonging to other people.

Factory wages are not paid with "book debts." And I cannot see suppliers of raw materials (timber, plywood, etc., etc.) anxious to do business with manufacturers who are unable to meet their obligations because of retailers' unpaid accounts.

Fair competition is the spice of life; but assuming every manufacturer decided to give a discount, this would not be competition—it would just mean putting more money into retailers' pockets.

This matter is of supreme importance to every furniture manufacturer and I suggest no decisions should be made until this issue (of extended credits and discount) has been thrashed out by the Manufacturers' Associations, and perhaps the L.F.M. will take a lead to find a solution satisfactory to all.

More co-operation between furniture manufacturers is needed, to prevent a return to the pre-war trading conditions.

Yours, etc.,
A. HOLE.

98, Beech Hall Road,
London, E.4.

[*With regard to Mr. Hole's fourth paragraph, the Editor is, of course, willing to publish the views both of makers and of retailers on this important subject.*]

Firm Revises Prices for Down Quilts

BECAUSE of the continued advances in the cost of cotton since devaluation, Holdsworth Textiles, Ltd., Maypole Works, Birmingham, 14, have been compelled to adjust their prices for down quilts and recovers. The average increase is 4 per cent.

There is no increase in the charge for bedspreads.

personally speaking...

NEWS OF MEN YOU KNOW

A LITTLE time ago, **H. Hutchinson,** the well-known Stockport furnisher, took over the old-established business of W. A. & C. S. Ball, Ltd., of Buxton. I now hear that he has appointed **J. Kirkpatrick** to be manager and buyer of this branch, which has been newly decorated. Mr. Kirkpatrick was for 17 years with H. Hollingdrake & Son, Ltd., of Stockport, where, for the past five years, he was manager and buyer. The management at Stockport has been taken over by **W. Butler,** who joined Mr. Hutchinson 28 years ago.

☆ ☆

WILLIAM RHODES, LTD., of Leeds and Nottingham, makers of Somnus mattresses and Rhodosteel wire mattresses, steel bedsteads, and so on, have made several appointments to their sales sales staff. They are: **W. Sarbutts,** 9, Highfield Road, Ormskirk, Lancs, to be representative in the North-West of England and North Wales; **J. W. Hamer,** Hollybrook Farm, New Toftshaw, Bradford Yorks, to be representative for the West Riding of Yorkshire; and **David H. Rathie,** 4, Melrose Gardens, Glasgow, N.W., to be representative for Scotland. **L. Alan Timms,** who has represented the company in Scotland and the North of England for so many years, is relinquishing Scotland to Mr. Rathie and will in future concentrate on his Northern England territory.

☆ ☆

MY roving reporter tells me that **B. F. Linton,** furnishing manager and buyer of A. Jakens, Seaford, has just completed 50 years in the trade.

☆ ☆

I HEAR that **Edwin McLeavy** celebrated his golden wedding during the middle of the month. He was furnishing manager and outside representative of Elys, Wimbledon, for more than 40 years, and retired from the firm in 1948.

☆ ☆

NEW appointments in the John Lewis Partnership are: **S. E. Sydenham** to be deputy buyer for Indian, Persian and other handmade carpets, and **T. O. Fry** to be assistant buyer for garden furniture and kitchen and household utensils.

☆ ☆

I AM told that **Sydney Coates,** for the past 24 years with Messrs. Binns, Ltd., West Hartlepool, has been appointed furniture buyer for Sheard Binnington Co., Doncaster.

He takes up his appointment on July 3.

☆ ☆

RAIN caused the abandonment of the annual sports of the Beehive Warehouse, Ltd., Albert Street, Birmingham, planned to take place at Windmill House, Rowington, near Warwick, by permission of **Colonel M. I. Clutterbuck** (chairman of the combined companies of Rackhams and the Beehive), on Wednesday (June 21). However, a large marquee was available and a concert of their own talent and professional artistes was enjoyed. Among the 170 present was **C. Crabbe** (managing director), and **W. C. Phillips** (retired former managing director).

☆ ☆

CONGRATULATIONS to **S. A. Jackson,** West London and Home Counties representative of James Faithfull, the Halstead, Essex, manufacturers and distributors, who has been selected to represent England in the International Bowls Matches to be played in Glasgow on July 5, 6 and 7.

☆ ☆

A NOTE from Scotland tells me that **Jack Sragowitz** of the Scottish Cabinet & Upholstery Works, Ltd., Glasgow, has recently opened a large showroom in the centre of the town at 27, Jamaica Street. The factory is at 28, Commercial Road, Glasgow, C.4.

☆ ☆

I HEAR that **R. F. Gould** has been appointed managing director of G. H. Baker (Derby), Ltd., furnishers and drapers, of Curzon Street and Bramble Street, Derby, which was recently registered as a private company. Mr. Gould succeeds **George Michael Baker,** who will continue as a director. **W. Hale,** who has been with the firm for some years, will continue as general manager. Mr. Baker has retired from the managing directorship in order to concentrate more time to his business activities in Cornwall. The firm was founded by Mr. Baker's father, Mr. George H. Baker, as a private limited company in 1896.

Nomad

A Smile with Betts

"Road hog! One of these week-end drivers, I suppose."

Furnishing Men Win Trophies in Buyers' Golf Tourney

Last week the Buyers' Benevolent Association held its annual golf tournament. In this "World" picture D. O'Hanlon (William O'Hanlon & Co., Ltd., Manchester) who is on the right, thanks the committee on behalf of the visitors. On the left is E. W. Strange (managing director of Plummer Roddis), and in the centre, holding the list, is G. E. Shinn, chairman of the Golf Committee.

Talking things over at the Buyers' Benevolent Golf Tournament are, left to right: H. C. Goss (Gossfields, Ltd.), H. L. Taylor (Van Emmerik, Ltd.) and G. F. Cook (Searle's).

THE Buyers' Benevolent Association's fifth annual golf competition was held at Moor Park Golf Club last week.

Mr. W. E. Strange, managing director of Plummer Roddis, Ltd., distributed the prizes. Among the winners were:—

G. W. Long (Potts & Ward, Ltd.), "John Foster" Trophy; P. G. Spencer (Ramm, Son and Crocker), "Sanderson" Trophy; W. G. Lenton (Selfridges, Ltd.), "O'Hanlon" Trophy; C. F. Davenport (Axminster Carpets, Ltd.), "505" Trophy; J. W. Lawson (Smeedon and Sons, Ltd.), "B.B.A." Tankard; and G. W. Amos (Dunns, Ltd., Beckenham), booby prize.

New Beautility Catalogue

BEAUTILITY Furniture, Ltd., Angel Road, Edmonton, London, N.18, have produced a new catalogue which supersedes the old one and all models except those illustrated in the new issue are withdrawn.

In most cases, carved chairs are supplied to match the dining sets and all chairs with spring seats. Gateleg tables can be supplied as odd pieces.

The catalogue is finely produced and illustrated and gives an excellent idea of the new models.

Receiving Charge Dismissed

STATED to have been in business as a furniture dealer and storage contractor for the past 28 years at 384, Essex Road, Islington, Albert Victor Barnett, 48, of 98, Connaught Avenue, Enfield, appeared on remand before Mr. T. F. Davis, the Clerkenwell Magistrate on Tuesday.

He had previously pleaded not guilty to receiving twelve rolls of linoleum, value about £200, knowing that they had been stolen. Evidence had been given that a lorry containing 48 rolls of linoleum was stolen whilst the driver was in a cafe. Twelve of the rolls were later found at the defendant's shop.

The defendant had said that they were brought to his premises by two men whose names and addresses he did not know but whose lorry bore a "C" licence in the name of Jones. They asked him to store it for them for a couple of weeks and he agreed to do so. The police arrived and removed the linoleum and the men did not return.

The magistrate said that Barnett had acted unwisely and in an unbusinesslike way.

"I know sufficient about the removals business to know that so many of them do act unwisely," said Mr. Davis. "They leave themselves open to tremendous claims against themselves owing to the sloppy way in which they do their business."

Saying that the defendant's story could be correct, Mr. Davis dismissed the charge against him but added: "If ever a man asked for a prosecution you did."

Eire Imports More Furniture

THE Trade Statistics for March, 1950, issued by the Central Statistics Office in the Republic of Ireland show imports of £4,365-worth of wooden furniture and parts, as against £2,338-worth in March, 1949.

Imports of iron and steel furniture during March, 1950, were valued at £9,225, the March, 1949, figure having been £12,786.

There were also imported during March, 1950, 46,173 square yards of floor coverings of wool, valued at £50,629, as against 44,533 square yards, valued at £36,465, in March, 1949.

Imports of linoleum and the like during March, 1950, were 131,419 square yards, valued at £32,468, as against 72,354 square yards, valued at £20,014 in March, 1949.

SOMNUS GOLF MATCH MADE £105 for F.T.B.A.

Big Turn-Out for Leeds Tourney

ONE of the most enjoyable of the trade's sporting events in the North is the annual Somnus Centenary Golf Competition, which this year was held at Sand Moor Golf Course, Moortown, Leeds, on Wednesday of last week.

The course was in excellent condition and following a rather dull beginning the day turned out to be fresh and bright. Although the date clashed with another similar event in the North, there was a good turn-out of players.

The winner of the Somnus Centenary Trophy—made in a design based on an Egyptian bed or couch of the Tutankhamen period of 1350 B.C.—was Mr. H. Beattie (Utility Furniture Production Officer, for the West Riding of Yorkshire, to the Board of Trade) with a gross score of 84, nett 69, and handicap 15.

The runner-up was Mr. J. A. Southerton (F. Wrighton & Sons, Ltd., Lancashire representative) with a gross score of 84, nett 75, and handicap 9.

A prize awarded for the best gross score was awarded to Mr. B. Leach (John Leach (Furnishers), Ltd., Crewe), with a gross score of 83, nett 76, handicap 7, who was the winner of the trophy last year.

The event is by private invitation, and all expenses are defrayed by the firm of Wm. Rhodes, Ltd., Carlton Cross Mills, Leeds, and the whole of the proceeds are given to the F.T.B.A.

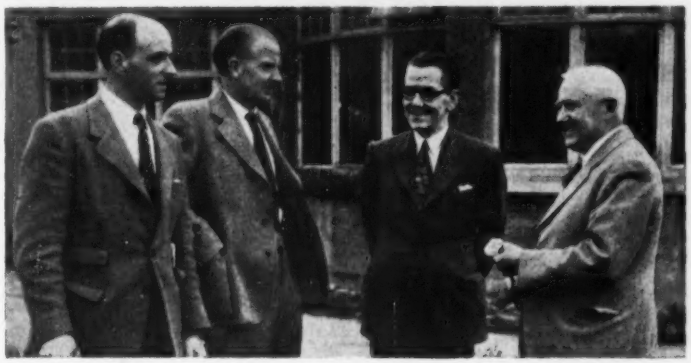
The arrangements were in the hands of Mr. Arthur Robinson, of Wm. Rhodes, Ltd., and every effort was made to ensure an enjoyable day's sport.

As a result of this—the eleventh annual competition—£105 will be sent to the F.T.B.A.

Speeches at dinner, at which some 44 people were present, were informal. Mr. Edward Lupton of Leeds (J. Lupton & Sons, Ltd., Leeds), area vice-president and chairman, F.T.B.A., proposed the toast of "The F.T.B.A.," and this was responded to by Mr. H. B. Crole-Rees, immediate-past president, who spoke of the wonderful work being done by the F.T.B.A. and the appreciation of the committee for support afforded by such efforts.

"The Bedding House of Rhodes" was proposed by Mr. T. Griffiths (Manchester), and replied to by Mr. Wm. Rhodes, whom everyone was delighted to see after his accident.

Mr. V. GILLATT, Mr. G. E. Gleave, Mr. Frank Ramsey (left to right) watch Mr. J. T. Griffiths make his stroke in a quiet putting match after the William Rhodes golf trophy tournament.



LEFT TO RIGHT: Mr. Lister, Mr. Atkinson, Mr. Bedford and Mr. Blatchford (all of Somnus Bedding, Leeds) discuss their play after the tournament.

Crossley Show Sketches of Carpet Designs

AN unusual experiment was made by John Crossley & Sons, Ltd., on Thursday last when they showed an exhibition of their mid-century collection of sketches of carpet designs.

The two main objects in putting on the exhibition were to celebrate the recent election of John Palmer, Crossley's head London designer, as a Member of the Society of Industrial Designers, and to give friends of the firms, a few architects and the Press a pre-view of the designs they have in mind for future production.

This is the first time a carpet manufacturer has held an exhibition of sketches instead of finished carpets. The designs were for contract orders and have not yet been put into production.

Crossley's feel that design in carpets has long been behind the times. Their aim is to improve the design by introducing unusual patterns and bold colour combinations. Certainly, here they have succeeded, for such designs as "Canterbury Tales," "Tournament," "Neptune" and "Firebird" are refreshingly unusual

Price Cutting to Improve Trade is Dangerous

Would Start Downward Trend

A WARNING against price-cutting as a method of improving trade during the present recession in the furniture industry was given on Monday by the president of the Association of Master Upholsterers, Mr. W. Ewart Kift, at a meeting at St. Pancras Town Hall, London.

THERE was, he said, a definite recession in trade. He did not know how it was in London, but in the West of England, it was very difficult to keep up last year's figures. In many instances, they were considerably down.

One of the easiest way of trying to improve trade was by cutting prices but that was a very dangerous practice and led to all sorts of trouble. Firstly, they had to sell more than they sold before to get the same profit, and they would be trying to do this at a time when fewer people were buying.

Then, by cutting prices, they were inviting competitors to follow suit, and if they were not careful, they would start a downward trend in prices which would end in very little profit for anyone.

They might try to reduce their prices by cutting the hourly rate, but this was not a satisfactory answer. The operator could not be expected to work for less because his work was short, and, anyway, his spending power was reduced which made it worse for other trades, and would probably complete the circle and react upon the repairer.

To get prices down, they might be further tempted to lower the standard of workmanship, but that would be a very bad policy. If they had gained the confidence of their customers by doing good work, it was sheer folly to risk that reputation by lowering that standard.

Again, there was the question of using inferior materials. In the long run, this did not help. It led only to complaints and dissatisfaction, and it would probably cost more to put these right than to use materials of a high standard.

Remove Purchase Tax

Mr. Beebee, secretary for the Home Counties, speaking on the subject of purchase tax, said that, in Reading, men were being stood off in the repair trade because people could not afford to pay for the repair of their suites. He thought it a gross injustice; purchase tax should be removed from the covers, so that they could give the customer a square deal and help to keep the industry going.

The wholesalers did not escape; again and again, the repairers had had to point out that they could not afford to buy goods because of purchase tax. He thought that another deputation should call upon the Chancellor to stress the urgency of their claims.

The matter of purchase tax rebate was raised by Mr. T. Hobbs, and it was agreed that the question should be investigated.

Bristol A.M.U. Has Joint-Ad. Plan

A REPORT on the joint advertising scheme which is being considered by the Bristol branch of the Association of Master Upholsterers, was made by Mr. R. St. Claire at a meeting in Bristol last week.

Mr. St Claire said that the newspapers concerned had been very co-operative and he thought that the cost to each member for one insertion would be about 15s.

It was agreed to circularise members, giving them an outline of the scheme, and asking them to reply by a certain date, whether they would be interested. A committee comprising Messrs. Simpkiss, St. Claire and Winter was set up to produce a suitable draft advertisement which would be submitted to the next meeting.

Because the branch committee of five have had difficulty in calling a complete meeting, it was decided to co-opt two other members for the remainder of this year. Mr. Kift said that at no time had the committee met with more than four present, usually it was only three.

He felt therefore that two extra members would bring added life into the committee. Mr. R. St. Claire (Westbury Upholsterers) and Mr. E. A. Winter (Newbury & Spindler were proposed and accepted.

Canada Wants Our Carpets

THE United Kingdom Trade Commissioner at Montreal has received an enquiry from Mr. M. F. Orten, of Orten Imports, Ltd., 3651, St. Lawrence Boulevard, Montreal, who is anxious to receive quotations from United Kingdom manufacturers of A-2 quality Axminster carpeting. Mr. Orten is prepared to place orders in the region of $25,000 to $30,000 each year with any manufacturer accustomed to selling such goods on a direct basis.

Orten Imports, Ltd., are manufacturers' agents and import all types of carpets, rugs, linoleum and drapery fabrics; selling to jobbers, chain stores and retailers.

It is suggested that interested firms should communicate direct with Mr. M. F. Orten at the above address furnishing samples and quotations, which should be given c.i.f. in dollars, and giving also the name of their Canadian agent to whom this enquiry might be referred.

And Lebanon Wants British Plywood

THE First Secretary (Commercial) British Legation, Beirut, has been approached by Emile Rabbat & Co., Rue Foch, Beirut, regarding the possibility of importing plywood from the United Kingdom. This firm have asked for quotations with prices, delivery dates and samples of various species of best quality plywood for thicknesses of 3, 4 and 5 mm., and sheets of 200 x 125 cm., 200 x 90 cm., and 200 x 80 cm.

The firm in question are importers and claim to be supplying numerous customers with large quantities of plywood. Interested manufacturers should send particulars of their products to the First Secretary (Commercial), British Legation, Beirut, Lebanon, quoting reference CS. 294/14.

Frame Maker Closes Down

WE regret to announce that Mr. T. Woolley, of Edgbaston, has been obliged temporarily to close his chair frame-making business.

Mr. Woolley underwent a very serious operation in August of last year and has since been unable to undertake the responsibility of carrying on business.

He nevertheless hopes to be in a position to re-open his works again later.

Summer School for Textile Men

EMPLOYEES of wholesale textile warehouses from all parts of the country will meet at Worcester College, Oxford, on Saturday, July 1, when the Wholesale Textile Association opens its annual Summer School.

Two hundred students from the age of 18 upwards have been drawn from all sections of the wholesale textile trade. They will be divided into twelve discussion groups which will be asked to consider a variety of subjects such as the sale of branded goods and the organisation of travellers. Another topic which should stimulate the exchange of views is: "Let Us Examine Ourselves As A Trade—What Are Your Findings?"

There will be lectures by selected experts on "Wool," "Your attitude To Your Job," "The Purpose Of The Trade Press," "Display" and "Selling."

Another feature of the W.T.A. Summer School is the Inter-City Quiz, when teams from London, Manchester, Leeds, Nottingham, Glasgow and Birmingham will ask each other tricky questions on textile trade topics.

Furniture Diploma Exam. Results

THE result of the Furnishing Diploma Examination recently held at the L.C.C. College for the Distributive Trades for the session 1949/50 will be made known at a gathering of students and principals, to be held at the L.C.C. College in Charing Cross Road, on Thursday, July 6, at 7 p.m.

The chairman at the meeting will be Mr. H. J. Clarke (Selfridges), chairman of the Advisory Committee of the College. The results will be announced by the chairman of the National Association of Retail Furnishers, Mr. R. G. Weekes, who will present diplomas to candidates who have been successful in passing in both Parts A and B.

Hardy & Co. Ltd. A Disclaimer

THE directors of Hardy & Co. (Furnishers), Ltd., Newcastle-upon-Tyne, and associate companies emphatically disclaim the rumour that is circulating in the trade that their Group is to be sold or merged with that of any other organisation.

Furnishers Must be United to Fight Competition

N.A.R.F. Officer Gives Serious Warning

"WE are up against it and in all seriousness I say that retailers must pull together. That is our duty, otherwise we may be kicked out into the street." So warned the retiring President, Mr. S. Heighway, at the annual general meeting of the Manchester branch of N.A.R.F. on Monday night.

"I do not want to vacate this chair without issuing a serious warning," Mr. Heighway told members. "It is essential that we should create a strong organisation to fight people who are likely to crowd us out of existence.

"In Manchester, where relationships between furnishers are not nearly so intimate as they are in smaller towns, it is difficult to organise the trade. So far the branch has been largely sustained by the efforts and co-operation from retailers in surrounding areas, but it is essential that the city's furnishers should make a determined effort to promote the well-being of the branch.

"We are the lungs, but the pumping is done by friends from Rochdale, Stockport, Altrincham and Bolton. Instead of being largely dependent upon retailers from outside towns, the Manchester branch merits the wholehearted support of furnishers whose businesses are in this great city.

"When our representatives approach Government departments almost the first question they are asked relates to membership.

"They are asked: 'What proportion of the total number of furnishers do you represent?' We can't negotiate unless we are strong.

"If we are not strong and united we shall simply be swamped by the Co-ops or municipal trading. Unless retailers put their house in order there is not much future."

Underlining his predecessor's warning, Mr. S. Latin, the new President, urged that the first job they had to undertake in Manchester was to fight apathy.

One of the problems, said Mr. Bruce Walker, was that many of the big firms were already members of one or more organisations. It was not that they wanted to stand aloof from N.A.R.F.

★ *Mirrors in Purchase Tax Protest* ★

LAST WEEK some thousands of manufacturers staged a Purchase Tax Conference and exhibition of quality goods at Caxton Hall, London. (Reported in the "World.") The object was to draw attention to the effect of discriminative Purchase Tax in discouraging the demand for quality goods. This picture shows an exhibit of mirrors on which tax is 100 per cent except when incorporated in non-U. furniture (33⅓ p.c.) or U. furniture (nil).

PRESENTED WITH PRIDE

Advance

Bedroom Furniture

The Best in its Class

SHEFFIELD CABINET COMPANY
LIMITED
of MOORHEAD, SHEFFIELD & WEMBLEY, LONDON

New Furnishing Branch for Store

LATEST development by John Blade, Ltd., departmental store, 240, Uxbridge Road, Shepherd's Bush, W.12, has been the opening of a new branch furnishing store at 200, Finchley Road, N.W.3.

The newly-acquired premises possess an imposing frontage, and the main showroom on the ground floor covers an area of 810 sq. ft.

Speaking to a *Furnishing World* reporter, Mr. H. E. Tregunna, a director of the firm, said: "The opening of these new premises marks a distinct departure from the usual business conducted at our Shepherd's Bush store. Here, at Finchley Road, we are devoting the whole of our space to high-class furniture, soft furnishings, upholstery work, lampshades and so on."

Mr. H. L. Rentzsch has been appointed manager and buyer. He has been in the furnishing trade all his life.

Australia Plugs Brand Mark

"BUY only furniture bearing the gold label" is the password of Australians buying furniture now. The slogan was given to the public by Mr. A. S. Cuzens, chairman of the State Labelling Committee of the Standards Association.

Any complaint of furniture with a gold label can be investigated and rectified if warranted.

"These standards," said Mr. Cuzens, "mean that manufacturers and retailers have minimum standard specifications on material, workmanship, construction and finish. Standards do not restrict design, but specify quality."

Death of W. A. Reid

WE regret to report the death of Mr. W. A. Reid, who had represented Thomas French & Sons, Ltd., Manchester, since 1936.

Mr. Reid, who was 67 years of age, had a large territory which included Derbys, Notts, Lincs, Staffs, Leics, Rutlands, Warwicks, Salop, Herefords, and Worcs.

Represented in Scotland

H. CAPLAN (FURNITURE), LTD., 41, Paul Street, London, E.C.2, are now represented in Scotland by John R. Noble & Co., 62, Robertson Street, Glasgow, C.2, who will welcome all enquiries for Caplan's range of office furniture and Utility bookcases.

829 'U' Licences Issued in Year

MR. ALBU asked the President of the Board of Trade in the House of Commons the number of new licences issued to manufacture Utility furniture during each of the latest available twelve months.

Mr. H. Wilson: In the twelve months ended May 31, 1950, 829 licences were issued to manufacturers permitting them to apply the Utility mark to furniture manufactured by them. Monthly figures are as follows:

June, 1949	124
July, 1949	135
August, 1949	57
September, 1949	97
October, 1949	62
November, 1949	43
December, 1949	56
January, 1950	61
February, 1950	46
March, 1950	58
April, 1950	53
May, 1950	37
	829

New Edition of H.P. Trades Guide

A FOURTH edition of C. McNeil Greig's "A Short Guide to Emergency Legislation upon Instalment Trading" has now been announced by the publishers, the Hire Purchase Trade Association.

The object of the guide is, of course, to provide traders dealing in hire-purchase and other forms of instalment trading with a completely up-to-date picture of the controls instituted upon hire-purchase by emergency legislation.

The fourth edition carries on in the same format as the previous versions, but has been rewritten so as to include S.I. 551 of 1950 and one or two minor points upon which experience has suggested that changes would be beneficial. In addition, reference is made to the repeal of the Courts Emergency Powers Act.

Copies are obtainable, as before, from the Hire Purchase Trade Association, 3, Berners Street, London, W.1, price 2s.

IN August the Plymouth Co-operative Society will be displaying for two weeks at its Central Emporium the travelling exhibition by the Council of Industrial Design. This exhibition is being displayed at only eight centres throughout the country, and Plymouth is the West Country town concerned.

Stockrooms

D. M. DAVIES, of Slough, and Sheer Metalcraft, Ltd., will hold an exhibition of their products at the Royal Hotel, Bank Plain, **Norwich,** from July 10-14.

Mr. D. R. Welton and Mr. E. Jaye, joint sales manager, will be in attendance.

★ ★

MILWOOD Furniture Works (I. Baskin, Ltd.), Beachy Road, London, E.3, will hold an exhibition of their latest range of oak dining-room furniture, bureaux and bookcases at the Royal Turk's Head Hotel, Grey Street, **Newcastle-on-Tyne,** from July 3 to 7, inclusive. Mr. W. B. Gowling will be in attendance. Telephone: Newcastle 27051-28783.

★ ★

RONSON FURNITURE, LTD., will hold a stockroom at the Stork Hotel, **Liverpool 1,** from July 10-14, at which all the latest models of their craftsman-built bedroom furniture will be shown. Their representatives, Mr. Ellison and Mr. Romain will be in attendance.

★ ★

WOODLAND FURNITURE LTD., will show their complete new range of bedroom suites and their associated companies' range of kitchen cabinets at the Royal Turk's Head Hotel, Grey Street, **Newcastle-on-Tyne,** from July 3 to 7 inclusive. Mr. W. B. Gowling will be in attendance.

Closed for Holidays

N. GOLDSMITH & CO., LTD., 115, Pollard Street, Manchester, 4, will close their works for holidays from July 28 to August 8, during which time no goods will be despatched or received.

Some Enquiries Answered

6407.—"Ardale" fireside chair.
6408.—Maple dining suite in Utility range.
6409.—Date of next year's Furniture Exhibition.
6410.—"Cumfyfold" push-chairs.
6411.—"Mysto" electric irons.
6412.—Unit bookcases.
6413.—Brassware and picture frames.
6414.—Table mats.
6415.—Hire purchase finance corporations.
6416.—Re-covering garden umbrellas.
*6417.—"Rhodia" french marquisette.
6418.—Designated number UFKM 1/3487.
*6419.—Plastic or wood flooring for playpens.
6420.—Whitewood furniture.
6421.—Address of Webber & Harrison, Ltd.
6422.—Coloured furniture tacks.
6423.—Exclusive non-Utility three-piece suites.
6424.—Labels for upholstery.
*6425.—Bed-settee frame with metal action.
6426.—"Compactafold" folding baby carriages.
6427.—Brunofelt floor cover.

* Means unanswered. Can any reader help?

CITY NEWS • CITY NEWS • CITY NEWS • CITY NEWS • CITY N

Record Year for James Grant

Profit is £85,500

A RECORD year was reported by the chairman of **James Grant & Co.**, Mr. David Oppenheim, at their seventeenth annual general meeting in Edinburgh last week. The trading profits, after providing all expenses, including directors' salaries, depreciation and hire-purchase reserve, were announced as £85,548, compared with £45,735 for the previous year.

The tax provided for the year ending 1949 is £49,179, showing a net profit for the year of £36,369. The Preference shareholders received 6 per cent, the Ordinary shareholders 15 per cent for the first time in ten years. The tax collector received 57 per cent. The chairman added that the Preference dividend was covered 6½ times by the net profits.

The company, which was founded in 1923, had 22 shops. The trading profits until the end of May compared very favourably with last year's profits, but, said the chairman, in view of prevailing conditions, he was not prepared to forecast the result of this year's trading.

The directors had decided to capitalise £50,000 from capital reserve and proposed to make a bonus issue to the Ordinary shareholders of 200,000 5s. shares, one in every three. The resolutions would be submitted after the general meeting for the approval of the bonus issue.

Oriental Carpet Makers' Profit Halved

GROUP profit for 1949, after all charges, including tax, has been declared by **Oriental Carpet Manufacturers** at £24,871 (£51,284). Tax took £24,309 (£21,175).

Group profit includes £13,969 from sale of certain fixed assets (in 1948 group profits included an extraneous credit of £30,500 in respect of a released provision). Dividend 10 per cent (same). Capital reserve increased by £109,735 (£280,092).

Co-op. Furnishing Sales Results

The 215th report and balance sheet of the **Guildford & District Co-op.** for the half-year ended March 27, 1950, shows that sales in the furnishing department amounted to £45,099, an increase of £8,311 over the corresponding period of a year ago.

★ ★

Eastleigh Co-op.'s half-yearly report states that furnishing sales totalled £9,051, compared with £9,849 in the corresponding period of a year ago.

★ ★

The half-yearly report of the **Berkhamsted and Hemel Hempstead Co-op** shows that furnishing sales amounted to £7,984 during the 26 weeks ended April 1, an increase of £1,892 over the corresponding period of a year ago.

★ ★

Slough and District Co-op.'s half-yearly report and balance sheet shows that in the furnishing department sales amounted to £27,010, compared with £26,655 in the corresponding period of a year ago.

for you who insist on the finest . . .

A DURANT PRODUCT is your guarantee

High Grade Utility Upholstery

DURANT (FURNITURE) LTD

HARTHAM ROAD, HOLLOWAY, LONDON, N.7

Telephone : NORth 4617-8

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

A.V.P. Industries Make £340,000

CONSOLIDATED trading profit of **A.V.P. Industries** for the 12½ months ended March 31 is £340,041. From this should be deducted depreciation £67,760, directors' emoluments £26,245, leaving £246,036. (Prospectus minimum estimate for twelve months calculated on same basis £216,959, that is £237,959 less additional directors' emolument £5,000, and additional depreciation £31,500 less tax thereon £15,500.)

To bank interest and bill discounting charges £28,508, debenture interest (gross) £33,750, audit fees £4,026, profits tax £32,305, income tax £43,732—reduced to this amount by initial allowances on capital expenditure, approximately £30,000 and tax £15,188 included in debenture interest—minority interest £3. Net profit after taxation £103,712.

Preference dividend (net) £3,973. Ordinary dividend 8 per cent (actual) (net) £44,000. Preliminary expenses written off in full £16,275. Net surplus carried forward £39,464.

Total net assets £1,240,535—less amount set aside to reserve for future income tax, 1950-51, £65,000—£1,175,535 (prospectus figure £1,125,367). Fixed assets after depreciation and amortisation and additions at cost less sales £193,198—£1,175,392 (£1,060,034).

Surplus of current assets over liabilities £809,181 (£870,105).

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

BANKRUPTCY PROCEEDINGS

John Francis **Noblett,** 26, Mill Hill, off Fylde Road, Preston, Lancs, upholsterer and cabinet maker. Receiving Order and Order of Adjudication June 14.

NOTICES OF DIVIDEND

Robert **Walker,** 28, Claremont Road, Newcastle upon Tyne, and Henry **Walker,** 91, Manor Drive, London, N.20, lately trading as **"William Walker Brothers,"** at Foundry Lane, Newcastle upon Tyne, furniture manufacturers. No. 5 of 1949. First and final of 3s. in the £, payable July 10 at the office of Fenwick P. Hunnam, 30-32, Grey Street, Newcastle upon Tyne, 1.

William George **Hilling** and Leslie Herbert **Hilling,** trading as **Hilling & Son,** 77, Rushey Green, Catford, and 87a, Loampit Vale, Lewisham, Kent, house furnishers. No. 21 of 1932. First and final of 4s. 1⅞d. in the £, payable at the Official Receiver's Office, 3, Central Buildings, Matthew Parker Street, Westminster, London, S.W.1.

APPLICATIONS FOR DISCHARGE

Philip **Goodman,** 11, Riverside Road, Tottenham, London, N.15, and Frederick Alfred **Sales,** 41, Butterfields, Walthamstow, London, E.17, formerly carrying on business in partnership under the style of **"Goodsale Upholstery"** (a firm), 505, Seven Sisters Road, London, N.15, upholsterers. Separate application for discharge of Philip Goodman, July 27, at The Court House, Upper Edmonton, London, N.18.

William Leslie **Squires,** trading as **"Crown Productions,"** at 25, Trafalgar Street, Newcastle upon Tyne, and **"Service Upholsterers,"** at Foundry Lane, Newcastle upon Tyne, upholsterer. Application for discharge July 20 at The Court House, 56, Westgate Road, Newcastle upon Tyne.

PRIVATE ARRANGEMENT

Joseph **Wolman,** lately trading as **Wolman's Furnishing Stores,** 279/281, Edgware Road, London, W.2, furniture dealer.

A meeting of creditors of the above was held recently, when it was reported that the unsecured liabilities amounted to £2,073. The only asset was the lease of premises in Holloway Road, London, N., which was likely to yield a profit rental of about £160 per annum over the next seventeen years.

Debtor commenced business at Caledonian Road, London, N., many years ago, and, about 1943, removed to Holloway Road, obtaining a lease at a rental of £160 per annum. In 1948 he sub-let the Holloway premises at a rental of £320 per annum, and transferred his business to Edgware Road.

Trading figures showed that for the year ended May 31, 1948, the turnover amounted to £8,600, with a gross profit of £2,200, and there was a net loss of £173. No accounts had been prepared for the subsequent period of trading.

After discussion, it was decided that the estate should be dealt with under a deed of assignment in favour of Mr. David Morgan, accountant, of 100, Park Street, Grosvenor Square, London, W.1, as trustee. A committee of inspection was also appointed.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Todd, T. (male), 27, Denmark Road, Exmouth, upholsterer. £10 10s. 2d. May 19.

Derbyshire (male), 30, Clowes Street, Hollinwood, upholsterer. £16 14s. 9d. April 29.

Green, William, 9, Churchill Avenue, Hill Heads Estate, Whitley Bay, upholsterer. £59 10s. 3d. May 24.

Dick, Albert G., 43, Holland Road, Clacton, floorcovering dealer. £162 17s. 7d. March 9.

Kanarek (male) and **Kanarek** (married woman), both of Chalkwell Avenue, Westcliff-on-Sea, house furnishers. £146 19s. 5d. February 22.

Shawcroft, W. M. (male), 155, Outram Street, Sutton-in-Ashfield, rug manufacturer. £16 6s. 9d. May 8.

Worrall, Frederick, Rye Top Cottage, Uppermill, upholsterer. £40 0s. 5d. March 23.

Stephenson, J. E. (male) (trading as **Goodwood**), 32, Castle Gate, Newark, furniture manufacturer. £16 3s. 3d. May 24.

Catesbys (a firm), 629-631, High Street, Leytonstone, E.11, linoleum merchants. £16 17s. 5d. May 24.

Cohen, J. H. (male), Canal Wharf, Dark Neville Street, Leeds, furniture manufacturer. £19 18s. 8d. May 3.

Baldwin, W. E. (male), 25, Gladstone Road, Scarborough, upholsterer. £12 1s. May 23.

Sheppard (Cardiff), Ltd., R/O: 295, Hayes Bridge Road, Cardiff, furniture manufacturers. £44 18s. 3d. May 9.

Smee, Albert George, 94, North Street, Bridlington, upholsterer. £14 17s. May 22.

Tee, E. H. (male) (trading as **Supreme Upholsterers**), 274, High Street, Rochester, upholsterer. £15 17s. May 24.

INCREASES OF CAPITAL

J. Berry & Sons, Ltd., furniture manufacturers, etc., Period Works, Lea Bridge Road, E.10.—Increased by £100,000 in 6 per cent Cumulative Redeemable Preference shares of £1, beyond the registered capital of £100,000.

Frederick D. Lee & Sons, Ltd., bedstead and mattress manufacturers, etc., Elephant Road, Walworth Road, S.E.17.—Increased by £2,000 in £1 Ordinary shares, beyond the registered capital of £1,000. Directors are also directors of South London Sale Rooms, Ltd.

Fosters (Curtains), Ltd., Friary Chambers, Friar Lane, Nottingham.—Increased by £2,300, in £1 Ordinary shares, beyond the registered capital of £200.

HOW A YORKSHIRE FURNISHING FIRM FOUND . . .

The right way to exploit a trading birthday

ADS., WINDOW DISPLAYS TIE-UP IN TELLING STORY OF 75 YEARS' SERVICE

WHAT is the most effective way of advertising the fact that a furnishing firm is celebrating an anniversary, that it has completed 75 or 100 years of trading in the vicinity?

How can it tell the public that it has served their parents and their grandparents before them? How can it do this in a dignified way and yet persuade the public that it is an alive firm—still catering for the up-to-date needs of present-day families?

THESE were questions which confronted the firm of Hunter & Smallpage, Ltd., 42, Goodramgate, York, a short time ago when they celebrated their 75th anniversary—still at the same shop in which the business was founded in 1875.

And this is the way in which they set to work:—

They decided, first of all, to run a series of advertisements in the Yorkshire daily papers and several country papers which covered a large area. But this advertising had to have a very definite angle.

Stressing Family Business

The idea decided upon was to stress the background of history and tradition of what was still a family business.

The business was founded by Mr. Thomas Hunter, and he was joined a few months later by Mr. Benjamin Smallpage, whose son, Mr. F. H. Smallpage, has now been chairman and managing director for nearly 30 years. And it is his son, Mr. Nigel Smallpage, who makes the advertising side of the business his own special "hobby."

"Ours must be one of the very few firms of its size and type who have not a special advertising and publicity department. Advertising has always been left to the directors of the firm because we feel that in that way we will ensure that the 'copy' used is in keeping with the quality and type of merchandise we offer the public," said Mr. Nigel Smallpage when asked to explain their propaganda policy.

"We try to infuse into our advertisements the individual character of the firm, rather than advertise any particular commodities," Mr. Smallpage told our reporter.

"We found, for instance, when we had special advertisements during the period of the Royal Show in 1948, and we announced that the firm had had the honour to carry out the furnishings of the Royal Pavilion, that we gained tremendous goodwill value.

"It is my opinion that an advertisement must impress not only those who are already our customers but also prospective customers, that they will find our firm is one of very great discernment, where goods are reasonably priced and essentially tasteful, and where they can have every confidence that their wishes will be fully considered.

"We don't want to give the impression that we are too expensive.

90 p.c. Eventually Buy

"We always try to make the public realise that everyone is welcome and they can walk around all our departments with no obligation to buy, and we find that 90 per cent of those who take us at our word either make a purchase at the time, or make a mental note and come along later to buy it."

On this page are illustrated two of the series of special advertisements run by the firm for its 75th birthday campaign. One of the advertisements is called "Family Affair." It shows a family of 1875 shopping at the store. They are admiring a pile of carpets. Another advertisement illustrates a family of the same period gazing into the window of the original shopfront of Hunter & Smallpage. This is headed "A New Shop."

These pictures show the graciousness of the Victorian era, when the firm was founded. Their dignity impresses upon the reader the reliability of the firm which has served the public faithfully for three-quarters of a century.

Window Display Tie-up

They were tied-up with a series of special window displays, one of which featured a bow-fronted window of the original premises, and another an interior of a sitting-room of 1875, complete with models wearing genuine period dresses.

When asked if the birthday advertising had cost a great deal, Mr. Smallpage said that they had about three weeks of "resting" their advertising before the event, so that actually it had not increased their advertising expenses unduly.

Discussing advertising generally he said: "If you are going to spend money on advertising, and it is very expensive these days, it costs no more to produce a well-planned, attractively designed advertisement than it does to produce one in a casual fashion. We also regard the notepaper, envelopes, and acknowledgment slips we use as a very important part of our publicity. We insist upon only the very best and have them specially designed for us."

HOW A FIRM TREBLED ITS SALE OF MIRRORS IN A WEEK

Holiday "Special" that brought the crowds

"IN the last week we have more than trebled our sale of mirrors," Mr. L. C. Lamerton, managing director of L. C. Lamerton, Ltd., High Street, Ealing, told a *Furnishing World* features writer.

Very briefly, the story behind this interesting feat is that Lamertons were showing in their windows the complete range of mirrors that was exhibited at the B.I.F. by B. Attewell & Sons, Ltd., of Southall. Mr. Lamerton purchased the whole stand and had it transferred *en bloc* to his shop. And the display, which was called the "Garden of Mirrors," originally designed to last for one week, was so popular that it was decided to keep it on for a further seven days.

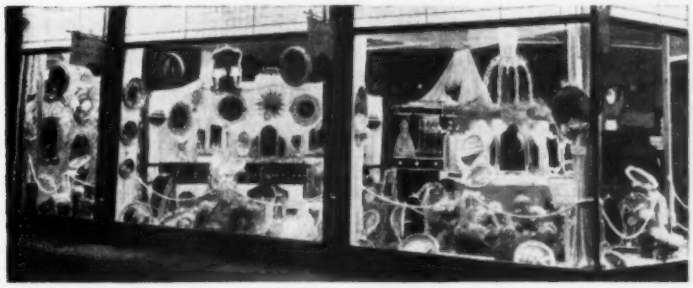
And here is the full story of how this scheme was evolved.

The display was arranged by B. Attewell & Sons, Ltd., with the help of Mr. R. Yeoman, window display manager for Lamertons. The blackground of the display was draped with white fabrics which were used with great effect to show to advantage several tinted mirrors in pastel shades of gold, pink, blue and green. On one wall the mirrors were hung against a background of Oriental carpets, and similar carpets covered the floor. These made a perfect setting for the many varied shapes and styles of unusual reproduction antique pieces and the more modern plain bevelled glass with barbola work flowers for decoration. Completing the background was a magnificent cocktail bar in black glass and, although this was for export only, there had been many very interested enquiries about it.

Although all the mirrors were subject to purchase tax Mr. Lamerton said that they had not had the slightest difficulty in selling them. Lamertons had always specialised in better class mirrors and the display had created great local interest.

"We did not run a special advertising campaign," Mr. Lamerton said. "It wasn't necessary. We left the window lights on until 12 o'clock and even on the first evening there was a large crowd until the lights went out. The news was passed around and the next morning several people came up to me specially to offer their congratulations on the show."

A customer from the continent who visited the shop said that it was the finest display she had ever seen in all the countries she had visited.



A special card was placed in the window saying that every mirror on show was for sale and all the mirrors were marked with a price ticket. Mr. Lamerton thinks that this encourages people to buy. He believes that goods that are not ticketed merely turn customers away; they consider that it must be far too expensive and do not bother to make enquiries. He said that several of his customers had remarked that if the mirrors had not been marked they would have believed them to be far more expensive than they were and would not have been interested.

"I believe that if we have more of this type of display it would encourage people to buy," said Mr. Lamerton. "We have bought several stands outright in the past and have displayed them, but this is one of the most successful."

In the holiday season when business is always slack a selling feature such as this is needed to build up sales. Lamerton's idea was a brilliant one, especially for summer trade. The freshness of the flowers dotted about, the charm of the centrepiece suggesting the illusion of a fountain and the crystal clear mirrors all added together to make a picture of coolness which attracted the crowds on the sun-baked pavements outside.

Comfort

IN THE MAKING!

PURAX WORKS WONDERS

Testing the springiness of springs!

A Purax PRODUCT

PURAX "PURACTIVITIES"

CURLED HAIR · INTERLACED FIBRES · FEATHERS
MATTRESSES · PILLOWS · DOWN QUILTS

Guaranteed Processed to BSI 1425 B.S.I. Standard 1425

cvs-69

HARRISON AND JONES LTD., PURAX MILLS, VAUXHALL ROAD, LIVERPOOL

CHELMSFORD. Plans submitted: Rebuilding White Horse Hotel, Widford, for Ind, Coope and Allsopp, Ltd. Architect: J. W. Hammond, 20, North Street, Romford, Essex.

DUMFRIES. E.C. has approved a report prepared by the Director of Education, R. H. Sommerville, on provision of a school of agriculture at the Barony, near Dumfries, to cost a total of £37,610.

DURHAM. The Licensing Magistrates have confirmed a licence granted to Mr. J. W. Deighton, of Crossgate Moor, for a proposed Hostel at Crossgate Moor to be known as the Red Hills, Hotel. The premises will be converted from existing buildings. The architect is S. H. Lawson, Emerson Chambers, Newcastle-on-Tyne.

EASTBOURNE. B.C. has approved for submission to the M.H. amended plans for the conversion of Trevin Towers for use as home for 46 aged persons.

ESSEX. A building contract has been let for a combined treatment centre at Grange Hill, Chigwell, for C.C. £17,207.

Essex C.C. has authorised engagement of Quantity Surveyors for the conversion of Ramsden Hall into residential school for educationally sub-normal boys.

ETON. The R.D.C. will have sketch plans prepared for improvements at Council Offices, and are considering erection of new Council Chamber, to cost £15,000.

GREENOCK. A new hospital block at Larkfield Hospital, Greenock, is proposed by Board of Management of District Hospitals.

GRIMSBY. Corporation Welfare Services Committee has now authorised the Borough Engineer to proceed with the preparation of plans in connection with schemes for the conversion of "Claremont" and "Farnhurst" to old people's homes.

HEREFORD. Trust Houses, Ltd., of London, W.C.2, propose alteration and additions at City Arms Hotel.

HULL. Corporation has given approval to the site for £600,000 departmental stores premises proposed by Thornton-Varley, Ltd., of Prospect Street, Hull.

THREE HOMES FOR OLD PEOPLE

EAST SUSSEX. East Sussex County Council. Adaptation of Haystoun Houde, Willingdon, into an aged persons' home. County Architect, County Hall, Lewes.

Adaptation of St. George's, Hurstpierpoint, into an aged persons' home. County Architect, County Hall, Lewes.

DEWSBURY. Plans are approved for the erection of a hostel for aged persons at Lee Estate.

ILKLEY AND OTLEY (Yorks). The Hospital Management Committee plans a hospital block at Otley General Hospital.

KIRKCUDBRIGHTSHIRE. Building contracts have been let for two-storey additions behind County Offices, High Street, Kirkcudbright, for C.C. County Architect: A. T. Caldwell. £30,000.

LLANDOVEY. Bruce and Hawkes, South Parade, Ledbury, are the architects for the extensions to the college, proposed by the Governors.

LONDON (Acton). A technical college on The Woodlands site, between Mill Hill Road and Acton Hill, is proposed by Middlesex C.C.

LONDON (Poplar). Westminster R.C. Diocese will proceed with the erection of a secondary school at Canton Street. Architect: D. Stokes, 32, Victoria Street, London, S.W.1. Contractors: C. Miskin and Sons, Ltd., Romeland, St. Albans, Herts. £144,000.

LONDON (Southgate). Plans submitted: Monastery at Christus Rex Priory, Bramley Road, N.14. Architect: Lt.-Col. W. J. Gregery, 34, Millbank, Westminster, S.W.1.

LONDON (W.1). Selsdon Park Hotel, Ltd., Sanderstead, Surrey, propose a first-class hotel at 28-29, Wimpole Street, W.1.

LONDON (Wandsworth). The B.C. has received a proposal to erect an aged persons' home from Wates, Ltd., 1258, London Road, S.W.16.

NEW HOLIDAY CAMP

RYDE (Isle of Wight). Warner's Holiday Camps, Ltd., propose a holiday camp for 500 people at St. Clare. T.C. approval received.

LOUGHTON. Essex C.C. has approved scheme for the adaptation of Shortacres, Church Hill, Loughton, as aged persons' home at an estimated cost of £3,871.

MIDLANDS. Approval of Birmingham Regional Hospital Board is received for extensions at nurses' home, Robert Jones and Agnes Hunt Orthopædic Hospital, at £63,000, and for additions at Stafford General Infirmary, to cost £42,000. The Board's Architect is D. A. Goldfinch, 10, Augustus Road, Birmingham.

NANTWICH. The U.D.C. has received approval to proceed with first stage of new town hall, at a cost of £11,500.

NEWCASTLE-ON-TYNE. The Licensing Authorities have confirmed a provisional licence granted to James Neuchar, Ltd., Eldon Square, Newcastle, for a new hotel at the junction of Lonsdale Terrace and Lyndhurst Avenue. The architect is S. H. Lawson, Emerson Chambers, Newcastle.

NORTHALLERTON. Newcastle Regional Hospital Board propose additions at Friarage Hospital, for which the quantity surveyors are Miller and Thomas, 13, Queen's Square, Leeds.

NORTHAMPTON. Northampton Brewery Co., Ltd., Northampton, have submitted plans to the T.C. for licensed hotel proposed at corner of Rushmere Road and Billing Road East.

NORTH RIDING. The C.C. is awaiting Home Office approval of a £5,600 scheme for converting "The Close," Brompton, into a children's nursery. Plans are by the County Architect, County Hall, Northallerton.

NORTHUMBERLAND. County Licensing Committee has approved licences for public-houses to be built at Throckley, for G. H. Peile, Gosforth, for G. A. Slyph, and at Ashington for E. V. Tweedy.

CARPETS

We now have in stock and ready for immediate delivery, a wide range of imported carpets in Persian, Chinese and Modern patterns. Available in a variety of colours and sizes. Write now and let us know your requirements, or call at our new Birmingham showrooms. . .

. . . and remember the name behind them, Conberg, manufacturers of fine furnishing fabrics, including UTILITIES, LEATHERCLOTHS, MOQUETTES, BROCADES and TAPESTRIES, fabrics that will "suite" you better. We shall be pleased to hear from you.

CONBERG

CONBERG LTD. . 36, DALE END . BIRMINGHAM, 4

"We have now placed several large contracts for French Beech Squares and Dimension Stock. We invite enquiries for all sizes from our friends in the Trade."

WEISBAUM BROS. LTD.
14-15, COLEMAN ST., LONDON, E.C.2
Telephone: MONARCH 4553/4/5

The Furniture Bedding & Upholstery Manufacturer

VOL. 26, No. 328 *June 30th, 1950*

A PRACTICAL JOURNAL FOR THE FURNITURE AND WOODWORKING INDUSTRIES

A. E. Walsh—5

Personnel Management

Its Importance in the Main Plan

THE management of a business is the management of a human community, and the successful management of a business depends upon two things.

Firstly, it depends upon the employment of the right techniques of production. Secondly, it depends upon the welding together of a team of people in a spirit which inspires them to give their best. Volumes have been written in the past few years on this problem of management and the human being. Two things are vital: economic satisfaction which provides for the present and future needs of the worker; enthusiasm both as an individual and as a team to make a success of the job.

The war taught us that both management and labour have to learn that the price of good industrial relations is that both sides must *want* good relations and must adapt themselves to conditions designed to permit good relations. The basic problem in industrial relations is that of reconciling the divergent importance of two groups: management, which wants efficient production and good profits, and workers, who want economic security and moral satisfaction in their jobs. Numbers of management are at one and the same time managers and workers, and both groups are subject to forces beyond their control such as supply and demand, Government policies and competition. The difficulties inherent in industrial relations are those inherent to the structure of society itself — psychological, sociological, economic and political. One of the first to define this problem of industrial relations was Robert Owen, the nineteenth century social reformer, who said that proper care of the living machinery of the worker would return a large dividend on the capital expended. In his own words: "The more delicate complex living mechanism would be equally improved by being trained to strength and activity and that it would also prove true economy to keep it neat and clean, to treat it with kindness that its mental movements might not experience too much irritating friction."

We are faced to-day with the need for reconciling the urge for greater production by mechanised means with the human tendencies of both managers and workers alike.

The war taught us many lessons, not the least of which was the need of training supervisors to get on with their men.

"World" picture shows the reconstructed showrooms of George Cohen Sons, Ltd., containing both new and reconditioned machines.

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New Service for Users of Woodworking Plant

AN old showroom on the premises of A. Cooksley & Co., Ltd., of 21-25, Tabernacle Street, London, E.C.2, has been completely redecorated, and generally given a new lease of life, to exhibit the firm's latest models from their wide range of woodworking machines.

IN redesigning their showroom, Cooksley's have made it more than just somewhere to show their products. They have made it a service for customers and potential customers who may seek expert advice on what type of machine to use for a certain job, or the way to improve the efficiency of one they are already using.

The showroom itself is compact, well lit, and commendably well laid out with neatly-painted gangways. The visitor may inspect the latest developments in sawbenches, planers, surfacers, mortisers—in fact, the whole range, right down to extractor equipment, bandsaw brazers and cutter blocks.

Cooksley's are steadily expanding their production of new models, and are planning to open shortly a second showroom at their Tabernacle Road premises.

A recent model to be added to the firm's line is the 20 in. circular sawbench with a rising and falling spindle, and this is to be seen at their showroom.

It has an unusually large capacity, and, in addition to ripping and deeping, it can be also used for crosscutting, mitring, grooving, trenching or moulding.

The saw spindle unit is a complete assembly, incorporating saw spindle, bearing housings, adjustable riving knife, motor and vee-drive. It takes the form of a pivoted yoke very strongly ribbed, and is designed to rise and fall as a unit, pivoting on a substantial fulcrum shaft securely held by a bracket fixed to the underside of the table.

This method is claimed to achieve maximum rigidity with exceptional convenience of operation.

The topsaw guard is designed to give maximum protection to the operator. It is arranged to turn over when changing saws, thus dispensing with laborious winding up and down, and eliminates resetting. An adjustable nose-piece is fitted, universal adjustments provide for any diameter of saw, and a self-locking adjustable screw is handwheel-operated for vertical adjustment.

Control gear for the standard machine is neatly enclosed in the main body and control is by push-buttons, situated at the front of the table, convenient to the operator's hand.

Good use has been made of colour on this machine. The removable parts of the machine, together with the inside of all guards, are painted a brilliant red, so that the absence of misplacement of any of these is quickly noticed.

Lubrication is simple and foolproof by the colour-coding system adopted. All grease lubrication points are coloured blue, while points requiring oil lubrication are coloured red.

This "World" picture gives a general view of the new showroom of A. Cooksley & Co., Ltd., who are running a special service for customers.

Co-op. Furniture Plants Break Even

QUESTIONS at the June quarterly meeting of the Scottish Co-operative Wholesale Society, Ltd., included an enquiry whether the losses at the furniture factories had been arrested. A deficit of £62,000 was mentioned in this connection.

The chairman said that the factories were now very nearly at the "breaking-even" stage.

The policy of abandoning direct trading from the factories to the retail Societies was also mentioned.

Opinion was divided as to the wisdom of reverting to a system whereby the furniture warehouses become the sole selling agency for the factories.

The chairman said that after some years of experience it had been discovered that the direct sales policy was not producing results. The policy had proved detrimental to sales of Co-operative produced furniture and the value of the sales organisation had been lost.

No More Daily Mileage Records

WITH the end of fuel rationing for motor vehicles, the B.o.T. announce that it is no longer necessary for operators of goods vehicles to keep records of daily mileages and fuel consumed.

Holders of carriers' licences and drivers of goods vehicles are, however, reminded by the Ministry of Transport that they are still required to keep current records in the form prescribed by the Goods Vehicles (Keeping of Records) Regulations.

These requirements are a statutory obligation and are in no way affected by the abolition of fuel rationing.

Govt. Report on Adhesives

THE technical Information and Documents Unit of the B.o.T. is preparing for publication a new series of scientific and technical reports.

Furniture men interested in this book can order copies (price 7s. 6d., by post 8s. 3d.) from H.M. Stationery Office, Kingsway, London, W.C.2.

John Crossley & Sons, Ltd., Dean Clough Mills, Halifax, have sent 20 carpet squares to the "Canada Flood and Fire Relief" Department of the Commonwealth Relations Office.

Big Step Forward in British Kiln Drying

Gliksten's Install New Battery

A BIG step forward in kiln practice in this country has been made by J. Gliksten & Son, Ltd., who have installed a battery of kilns, a new boiler-house, and a sawdust extraction plant with feeder-lines direct from the mills.

IT was determined that these kilns should incorporate the most modern developments, and visits were made to America and Canada to inspect some of the latest types.

The original drawings were modified to include features not seen in this country before. For instance, the speed of the 60 in. fans was made variable by the inclusion of huge electrical resistances in the circuits to allow the air-circulation to be controlled through a range of two to six feet per second across the stacks.

An unusual feature of the boiler-house is that, beneath the fire space, a subsidiary incinerator is provided in case it should prove that more sawdust has to be disposed of than can be used in the main boiler.

The kilns themselves are really a series of six big rooms with doors at either end and narrow control rooms — one to each kiln — sandwiched in between. From the control rooms, heating and electrical devices and roof-ventilators are manipulated. Inspection port-holes have been inserted into the end walls of each kiln so that conditions inside the kilns can be observed.

Special Precautions Taken

One of the chief concerns of the architects was the prevention of walls cracking owing to the great variations of temperature and humidity involved, and special precautions were taken by the architects and contractors to overcome this.

All the 14 in. walls have been constructed with vertical toggle joints which, in section, look like huge tongued and grooved joints, and the false ceilings (above which are situated the steam pipes and electric fans), which are of concrete and have been constructed in bays, are each separated by expansion joints.

The construction of these, and the toggle joints, consists of strips of expansion jointing with the exposed edges sealed with a plastic sealing compound which never hardens completely. Similar jointing has been inserted around all the steel joists where they are built into the walls. The floors of the kilns are of concrete, and set in them are the metal tracks for the bogeys.

The roof construction includes 4 in. cork insulation which is bedded in bitumen over 4 in. concrete. Above the cork is two-ply bituminous roofing felt, then 3 in. of light-weight concrete topped with three layers of standard flat roofing felt.

A general view of the entry side of the new Gliksten kilns.

A balcony running along the frontage of the building, some 13 ft. above ground, gives access to the fan chambers above the false ceilings of the kilns. There is a reinforced concrete canopy over this balcony, which is cantilevered to the main roof. Included in the roof construction are 30 ventilators with sliding damper gear.

The 16 air-tight kiln doors are insulated with 1 in. cork covered with sheet aluminium and are 9 in. wide by 11 in. high. An elaborate door-sliding mechanism allows each door to be moved forward and slide past the adjacent one.

Two water-tube boilers, with a capacity of 6,000 lb. of steam per hour each, provide the steam required. The boilers are adapted for burning sawdust and other mill waste fuel. The sawdust is taken, via huge hoppers, from the sawmills by the suction plant. An 80 ft. smoke stack, with an internal diameter of 5 ft., disposes of fumes from the furnace.

Timber to be kilned is "sticked" on special bogeys on the entry side of the kilns. These bogeys run on triple rails, and provision has been made for the transfer of a load to another track by means of a transfer-truck running across, and slightly below, the entry tracks. Thus, a load or loads on any of the six tracks can readily be transferred to another kiln.

After the actual kilning process, the load continues its journey, and emerges from the exit side under cover. The canopy is worthy of note, for it is of barrel vault reinforced concrete construction.

Temperature and humidity control in the kilns is automatic but can be controlled manually if desired, and sight holes have been incorporated at each end for visual reading of the hygrometers.

"One Step in Development Plan"

Mr. E. Terence Scott, assistant managing director of Gliksten's, told the *World* Features Editor that the kilns represented one step in the plan of new development necessary to ensure their future timber supplies brought about by a world of changing economy and sources of supply.

Consumption of timber in this country was increasing, and, at the same time, world demand would continue to rise as a higher standard of living was achieved.

Kiln-drying, said Mr. Scott, was a more involved process than many people realised. There was a scientific control which called for great accuracy on the part of all those concerned with the design, structure and operation. Provided all the exacting conditions could be met, there need be no qualms whatever about the use of kiln-dried timber.

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EXTRACT FROM GROUP STATEMENT OF ACCOUNTS

	31st January. 1949	1950
Fixed Assets	£1,612,153	£2,446,525
Net Current Assets	£1,500,927	£1,871,208
Capital Reserves	£95,250	£376,625
Revenue Reserves	£454,465	£620,133
Group Trading Profit	£857,487	£1,079,979

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Hinds & Co. (Blackheath) Ltd., Blackheath and Eltham.
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Richard Shops Ltd., 14 New Burlington Street, W.1, and 49 branches.
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Walker & Penistans Ltd., 172 Buckingham Palace Road, S.W.1, and 13 branches.
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Increased Efficiency in the Furniture Plant—

Control of Glue at Point of Use Prevents Production Hold-ups

METHODS of testing glue on arrival, and for controlling its use in production processes formed the subject of a paper given recently by the manager of the Plastics Division of the American firm, Lincoln Industries, Inc., at a meeting of the Virginia-Carolina section of the Forest Products Research Society, U.S.A.

BASED upon some of the practices introduced in an American factory, the paper contains a great deal of information which is of value to furniture manufacturers.

If a given batch of resin, tested on delivery to a factory, fails to conform to the specified standard, it can be replaced without delay. If, on the other hand, the resin is passed as satisfactory on arrival but difficulties are encountered in production, attention can then be given at once by the user—or if necessary by the resin makers' technical representatives—to method of application, materials being bonded, and other aspects of this sort; no time need be wasted in analysis or testing of the resin.

The paper is reproduced below from the bulletin of Aero Research, Ltd., of Duxford, Cambridge.

Glue Control

"The application of control of gluing operations in our industry is a fairly recent innovation as far as we have been able to determine, and certainly does not apply over a very long time as far as the experience in our own plant is concerned. As little as several years ago, our own plant operation was experiencing considerable difficulty and waste in all glue operations.

"We who are responsible for making glue stick, decided that, 99 per cent of the time, it must be the method in which the resin was used and certainly not the fault of the product; so in an attempt to prove this theory, or to prove that the glue didn't stick, a start on quality control in gluing operations was made.

"This control system which is admittedly rather crude and operates on the spot-check basis, has proved very effective. One particular example will illustrate the point very clearly. A certain cold-bonded urea-resin operation had been started by the plant, which involved gluing a fairly large area together under nail pressure. This operation had been in effect a short time, and, again the same old complaint of the glue not sticking was received.

"This incident was investigated and it was found that the resin used had been checked and was good; however, since a large production output was involved, the matter was taken under investigation by the laboratory, and the manufacturer's representative was called. It was decided prior to the visit of the manufacturer's representative that inadequate pressure was being applied to the resin during its cold set cure time, and more nail pressure or positive pressure during its cure was advocated.

"This system was started, and at the time the resin manufacturer's representative arrived at the plant, the situation had been completely solved. The same panels that, on the day on which the complaint was received, could be torn apart by a slight pull, gave complete wood failures at the resin bond the next day under physical tests.

"In order to explain the control system, it is necessary to explain that in the plant we use some animal glue in connection with very small assembly operations and special cores which are assembled on hand reels. Urea is being applied to the hot plate press, edge banding, assembly, core manufacturing on a continuous basis, high-frequency gluing machines, for veneer edging, and in laying up large area heavy sections under cold cure.

"Very recently, a requirement for a completely waterproofed bond in a certain type furniture has been undertaken, and some experience is being accumulated with the use of fortified ureas, melamine ureas, and resorcinol and resorcinol-phenolic combinations with both hot and cold bonds to meet a four-hour boil test, so that the control which is used has been applied in some measure to all the resins mentioned.

"The present resin consumption falls within the quantity which would be justified for a tank-car storage basis; however, until such facilities can be installed, resin is now received in normal 55-gallon drums, or in 300-pound cardboard containers in case of powdered resins, and it was decided that this was the proper starting point. It is our procedure to sample from the barrels with a thief tube, and from the dry containers with a scoop. A small quantity of the resin is brought to the laboratory, and prepared in accordance with plant specifications. This sample resin is then used to lay up a series of 1 in. wide strips using ¼ in. core and a veneer face on each side. In the preparation of the test samples, it is attempted by laboratory procedure to simulate the plant conditions of cure in pressure, time, and temperature. We have not as yet, incidentally, found on receipt of any material any resin shipped to our plant which did not meet full specifications here.

Glue Samples Checked

"The resin must be stamped as laboratory checked and approved, and as soon as samples have been checked from each barrel or container, such approval is stamped on the container and it is carried to its proper place for use. The question can well be asked why such a procedure could be justified, and continued, since in no case have we found a sample of bad resin. The answer is that the system has worked exceedingly well, and we feel it justifies itself on several bases.

"Prior to the installation of such a system, our complaints of poor resin at its point of use averaged several per week, and since the installation of such a system the number of complaints have been zero because the emphasis now must be applied to proper handling by operators.

"The test samples are cut, each face being sawed through on opposite sides of the sample so as to provide a one square inch testing area, which is then pulled in a testing machine, and a record is kept of the wood failure and the total pull required. In addition to the check of the resin as received, spot check samples of the resin mix have been taken from the plant at the various operating points and have been used in the same manner as the sample of resin as received, in order to check the mix and operating conditions under which the resin is maintained.

"Usable pot life of course has concerned us in the case of some resins; however, with normal pro-

(*continued over page*)

Glue Control System Speeds Output

(from page 57)

duction quantity being used to-day, ureas both filled and unfilled have more than adequate pot life and even under the hottest summer conditions have not given trouble from this cause. There have been several cases where too much catalyst has been added and its use caught by such a sampling method and, in the case of a high-frequency machine where a small quatity of salt must be added to the resin to improve the current carrying capacity, excess quantity has been found to have been added in error.

"In addition to these checks, any trim sample in the plant that allows as much as a one inch wide section approximately six inches long is salvaged for a control specimen and is tested in the same manner, as outlined, to check the use of the resin, its cure cycle, and the assembly time through which the panel might have been put.

"It might be pointed out that due to the varying temperature conditions, and the abrupt changes of moisture and temperature in the summer months, there has been some trouble with assembly time. This must be checked and varied as conditions require.

"The facilities required to conduct the control system outlined are very limited. It has been found that a small Carver Laboratory Press with either electric or steam hot plates simulates the pressure temperature conditions very well. Since the physical testing of the sample involves a straight tension pull, it is possible to use any hand-operated tension tested apparatus type such as the Dillen Universal or as elaborate as a complete hydraulic testing machine.

"Due to other requirements in other divisions of our plant for universal testing apparatus, a Baldwin Southwark universal type hydraulic tester has been used, and facilitates the expedience with which a test can be completed.

"The tests, as outlined, have all been conducted by laboratory technicians with no special training in the use of resins, other than that required and taught over a short time in the laboratory. It is estimated that, with a full plant operation, from one to two hours a day has been taken up by an attempt to cover the operating costs of the programme as outlined; it is very difficult to carry the cost through to the manner in which they effect the production of the finished product.

"We prefer to think of it at our plant on a basis on which it affects the elimination of rejected material and which, due to the very small outlay, can justify the installation of such a system for many months, should all material during one hour's operation prove bad from a resin standpoint.

"Any equipment required in the laboratory set-up is such a small investment, and has such a universal use around any place, that we feel that its cost is better included in a capital investment rather than an operating cost directly chargeable to a finished product. The time expended in the practical manipulation of sampling and making the test is very small and we feel properly comes under control procedure which we feel can't be eliminated.

"Its cost in terms of units per day is a fraction of a cent and, in security, in terms of lack of resin failures and rejection of material, we feel has been more than justified."

How American Factories Increase Their Production Efficiency

"FACTORY managements in the United States review continuously and study intensively all matters affecting the transfer of materials and products to, through, and from the manufacturing unit. This policy is directly responsible for increased productivity and major reductions in costs."

THIS is one of the conclusions reached in the report, published by the Anglo-American Council on Productivity, of the Materials Handling Productivity Team which visited the United States recently.

Other conclusions were that "no new or unknown mechanical device not available on the British market is responsible for this increase in manufacturing efficiency; it comes mainly from an extensive and intensive application of known methods and equipment, spurred on by the knowledge that materials-handling accounts for 15 to 85 per cent of the cost of production.

"Better materials-handling offers a greater opportunity to cut production costs and to increase productivity than any other single factor. In the U.S. factories that we have visited, this conviction was shared by top management and all grades of employees, and was given full consideration in every decision relating to manufacturing methods and practice.

"The need and desire to conserve labour has focused attention in the U.S. on techniques of mechanised handling so that it is successfully integrated with the whole productive system. It is considered good practice not to deal with the problem in isolation. Handling operations are planned and systemised in the same way as direct production operations —to suit the needs of the individual manufacturing unit. A detailed study of the whole of the handling operations, together with a survey of the existing layout of process plant and the factory buildings, is usually undertaken."

The Team particularly recommend "that individual companies survey their handling arrangements and determine the handling costs of sample components on each operation rather than treat them collectively as an on-cost of production.

"Management should concentrate attention on improving the utilisation of existing manufacturing equipment and factory space with the aid of better materials-handling systems. This will result in substantial increases in productivity with relatively little capital expenditure."

"Four principles of good materials handling laid down by the Board of an American firm are:—

(1) Eliminate manual handling wherever possible;
(2) Avoid rehandling;
(3) Use equipment that sets a uniform pace;
(4) Palletise (stack goods on pallets) and use unit loads."

When the first of a series of regional conferences organised by the Institution of Production Engineers was held at Bristol recently, the Secretary of the Materials Handling Productivity Team gave a brief résumé of the report, and added that one of the major influences on productivity in American and British industry was the outlook of the people—this included all grades of personnel.

Another member of the team suggested that many manufacturers were deterred by the cost of modern handling equipment. He pointed out that, although pre-war there was no taxation allowance on the initial cost of such equipment, there was now a 40 per cent allowance.

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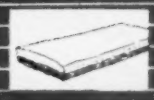

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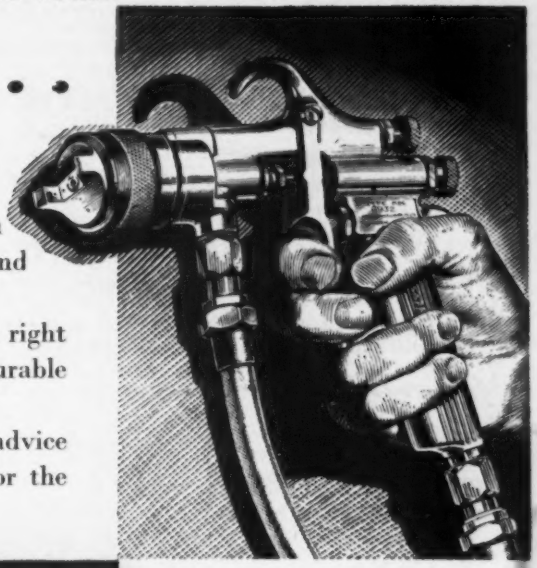

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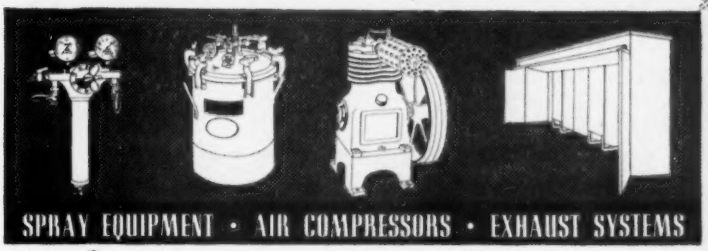

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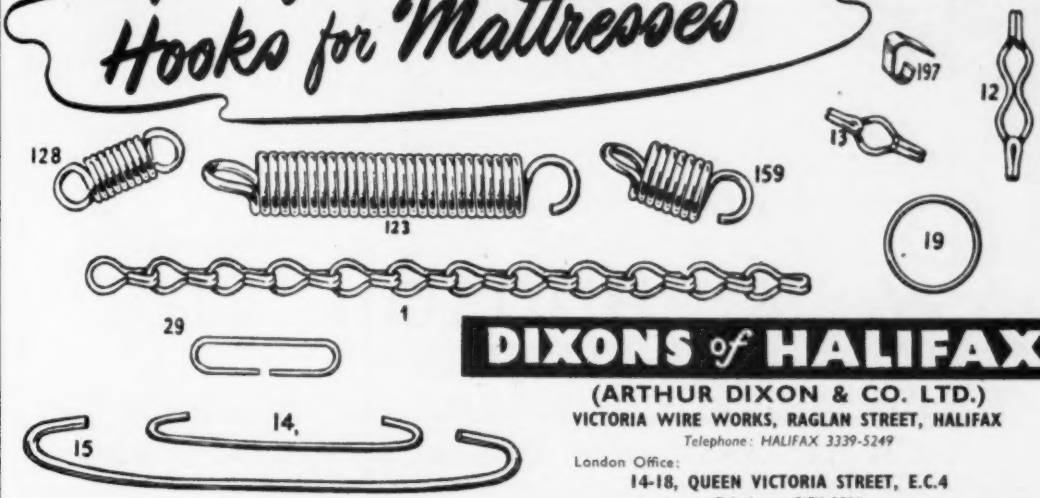

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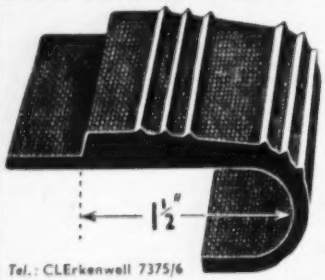

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